



## **Mike Rooney**

### **Chief Operating Officer**

Michael Rooney joined London First in 2002 as commercial director. He was appointed chief operating officer in 2004 and is responsible for member management, commercial development and company support services. Previously he was chairman and chief executive of Langdon's Foods Plc.

He has had a wide experience of the dairy industry having worked during the 80s and 90s in senior management positions for Dairy Crest Foods Plc and most recently as Household Director responsible for the doorstep delivery business.

His early career was spent in marketing and advertising, working with leading advertising agencies including CDP and Inter Public as an account manager.