

Media Release

16 January 2023

AFPA congratulates Mark Rogers on appointment as Chief Executive Officer of New Forests, pays tribute to outgoing David Brand

The Australian Forest Products Association (AFPA) congratulates our Board Director and forest industries leader, Mark Rogers on his appointment as Chief Executive Officer of New Forests – taking on the role from David Brand who will become New Forests Chair following an exemplary career leading the business.

AFPA Chief Executive Officer Joel Fitzgibbon said, “I congratulate Mark on becoming New Forests CEO and pay tribute to David Brand who will transition from the position to the Chair’s role. Both are incredible advocates for forest industries.

“Mark has been an effective and forward focused voice, serving as a Director on the AFPA Board since January 2018 and has worked diligently to progress the effectiveness of our organisation as an advocacy body. He will be an excellent successor to David Brand leading one of Australia’s premier forest management businesses in New Forests.”

Mark Rogers joined New Forests in 2016 as Managing Director Australia, New Zealand and took on the additional responsibility of United States as Senior Managing Director in 2019. He will commence as CEO in early April 2023 after a transition period.

Joel Fitzgibbon added, “David Brand has been a pioneer and global leader in driving sustainable forest management, leading New Forests for 17 years and building the organisation into what it is today. I congratulate him on this milestone and look forward to continuing to work with him as Chair of New Forests.”

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