

I’m
Karl Atkins

CEO, Destination and Experience

Karl Atkins is CEO of Destination and Experience. This sector focuses on customer experience, bringing together retail, vending, higher education and independent schools. Karl previously led Foodbuy Group for 6 years where he transformed the business, accelerating the growth of the Group Purchasing Organisation (GPO) and building a resilient supply chain. Karl has a personal passion for nutrition and education.

Karl previously held commercial leadership roles with Coca-Cola European Partners and Britvic, after 6 years in Compass, covering sourcing and category management leadership roles. Prior to that, Karl spent several years in grocery retail in a number of different commercial and supply chain roles.

Karl achieved his Executive MBA in 2019 and completed his research in the application of technology to support traceability in the food supply chain.

Outside of work Karl’s young family keeps him busy and he is a huge Exeter Chiefs rugby fan and gets to as many games as he can.

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