

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

Wednesday 26th May 2021, 5:59 GMT

## Tim Ebbeck to chair The Yield

Experienced executive will guide Australian ag-tech company through next phase of development, including US expansion



Tim Ebbeck

**T**he Yield Technology Solutions has appointed Tim Ebbeck as its new independent chair.

Ebbeck succeeds Harry Debney at the helm of the Australian ag-tech company's board.

He brings extensive executive and advisory experience to The Yield, having previously served as Australia-New Zealand chief executive at SAP and Oracle, and chief commercial officer at NBN Co.

Ebbeck has also held chief financial officer roles at a number of multinational technology companies, along with board positions at ReadyTech, Tymlez, CPA Australia and Nextgen Distribution.

"With the recent retirement of The Yield's current board chair, Harry Debney, we've taken the opportunity

to refresh our board structure," said Ros Harvey, founder and managing director of The Yield. "We've recruited new expertise and welcomed back a familiar face, all to help support and guide the business."

Harvey said Ebbeck would guide The Yield through its next phase of business growth, including its expansion into the US market.

"His addition to our board is pivotal for our company," Harvey explained. "Tim has a wealth of experience in enterprise sales. As a B2B business, The Yield is developing sales to success systems to support our go-to-market strategy. I am very much looking forward to working with Tim, as are our board members and senior executives."

The Yield has also welcomed Ian Scutt back to its board.

"Ian has a strong background in Australian agriculture and understands the opportunities and challenges faced by our customers. As a strong customer advocate, his unique perspective will be key to guiding our business," Harvey said.

Paul O'Dwyer will step down from the board but will continue his association with The Yield in the form of an independent adviser and chair of the company's remuneration committee.

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).