

## **KAREN GROBLER**

Karen Grobler joined Agbiz at the beginning of July as marketing and communications manager. She was previously employed at the Milk Producers' Organisation (MPO) as editorial and public relations manager where she was responsible for coordinating and implementing the editorial policy and workflow processes in the editorial department of Agri Connect, and for coordinating and implementing a public relations strategy for the MPO. She joined the MPO in 2013 as an editor at Agri Connect responsible for various bilingual magazines and other publications on behalf of clients in the agricultural sector, such as the Red Meat Producers' Organisation (RPO), the National Wool Growers' Association (NWGA), Afrivet and the Western Cape Department of Agriculture. She holds an honours degree in Journalism from Stellenbosch University and has more than 10 years of experience in the communications environment, mainly in the agricultural sector.