**Magical Mushroom Company® appoints Rob Allen as new**

**Chief Operations Officer**

*5th August 2021*

MMC Holding International Ltd, trading as the Magical Mushroom Company®, has appointed Rob Allen as its new Chief Operations Officer and MMC Executive board member. He joins from McLaren Applied Technologies, where he worked as Director of Operations.

Allen brings 20 years’ experience to the Magical Mushroom Company® and will be responsible for operations and business development, as well as the design and quality of the company’s protective, sustainable packaging.

With a Master of Business Administration degree and a Bachelor of Engineering from Buckinghamshire Chilterns University College, Rob Allen began his journey at McLaren in 2008, after a career with BMW. He had undertaken roles in quality and engineering before he began running operations at McLaren Applied, where he was responsible for the company’s diverse technical operations in multiple markets, which included motorsport, automotive, transport and medical.

Paul Gilligan, CEO of MMC Holding International Ltd says: “I’m thrilled to have Rob join the team. Our business has been built for industrial scale and bringing onboard an engineer with key expertise and success working in organisations focused on manufacturing high volume, conducting lean and operational excellence, and specialising in design, tooling and processes was critical.

“Rob will be a key figure in our rapid growth, which is driven by scale, quality and efficiency improvement.”

Commenting on his appointment, Allen says: “I am delighted to be joining the Magical Mushroom Company® at such an important stage in their journey – they have a strong and clear strategy for sustainability and a drive to accelerate a key part of the packaging industry. I’ve am very impressed by the products, the team, and the company’s exciting customer base.

“Our aim is to delight our customers and focus will be on scale, advanced manufacturing, efficient processes, and most importantly – excellence in quality.”

**ENDS**

Click [here](https://vimeo.com/483027155/7f8fb9d0b8) for a short video introduction to MMC and Mushroom® Packaging technology.

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**Note to Editors:**

**Facts about mycelium and polystyrene**

* Mycelium is the root structure of mushrooms
* In the natural environment mycelium plays a crucial role in the ecosystem by breaking down debris on the forest floor
* The Magical Mushroom Company harnesses these unique properties and recreates the natural process to produce large scale protective packaging made from upcycled waste materials such as hemp
* Polystyrene is a type of plastic which can take more than 500 years to biodegrade back into the earth
* There are alternative methods to breaking down polystyrene such as incineration, but this uses a considerable amount of fossil fuel