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QSL CEO announces retirement

QSL Managing Director and Chief Executive Officer (CEO) Greg Beashel has announced his retirement and will step down from 30 June 2024.

Mr Beashel's impending departure will conclude more than 24 years' service at QSL, including 12 years as CEO and Managing Director, where he played an integral role in the introduction of Marketing Choice for Queensland cane growers.

During this time, he has also been a vocal advocate for international trade reform as Chair of The Global Alliance for Sugar Trade Reform and Liberalisation and a Director of the Australian Sugar Industry Alliance.

Mr Beashel said that his decision to retire from the industry-owned raw sugar marketing and logistics business had been a difficult one, but the time was right for renewal.

"It has been a privilege to be a member of the talented and passionate QSL team, particularly during what has been a time of significant transformation in

the marketing space,” he said.

“I genuinely love the sugar industry and will miss serving the many Queensland farming families and sugar millers who use our services, but the time is right to pass the baton in preparation for the next era of QSL and the opportunities that lie ahead.”

Speaking on behalf of the QSL Board, QSL Chairman Guy Cowan thanked Mr Beashel for his service and unfettered dedication to QSL and its members.

“Greg leaves an impressive legacy – not only at QSL but within the wider Queensland sugar industry – and the Board is particularly appreciative of the professional approach he has taken to ensure the business is well-positioned for a smooth transition to new leadership upon his departure,” he said.

“To this end, the QSL Board has overseen a thorough recruitment process for Greg’s successor and I am pleased to advise that Mark Hampson has been appointed as QSL’s new CEO and Managing Director from 1 July 2024.”

Mr Hampson has been with QSL since 2017 and is currently QSL’s General Manager Marketing, where he is responsible for QSL’s Marketing, Risk Management, Treasury, Grower Services and Supply Systems teams.

Prior to joining QSL, Mr Hampson spent over 15 years in agricultural finance and trading, working extensively across the cotton, grains, beef and sugar commodity industries. He has a Bachelor of Applied Science, a Diploma of Financial Services, a Postgraduate Diploma of Applied Finance and is a graduate of the INSEAD business school and Australian Institute of Company Directors.

Mr Cowan said Mr Hampson was a proven, results-driven leader who brings a deep understanding of the sugar industry’s unique complexities to his new role.

“Mark is highly respected throughout the industry and I know he will continue to live our values and work hard to achieve QSL’s full potential,” he said.



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