



Press release
22 April 2026

Heli Anttila appointed VP, Research & Development at Fazer Group

To further fuel the company's innovation agenda Fazer is investing in Group-level Research and Product development and has appointed Heli Anttila as VP, Research & Development at Fazer Group.

To unlock the power of innovation across the Group, Fazer is undertaking a significant transformation in how innovation is approached and led across the organisation. A new Group-level Research and Product Development (R&D) function has been established as a centre of excellence, driving innovation and capability development across Fazer.

Heli Anttila (M.Sc. Food Science and MBA) has been appointed Head of the new Research and Product development function and Vice President, Research & Development at Fazer Group. She will lead R&D efforts within the new set-up, aimed at accelerating the development and scaling of disruptive innovations across Fazer's businesses, unlocking faster growth and strengthening Fazer's competitive position.

"I am very excited about this opportunity and look forward to embarking on this journey together with our highly professional teams across the Group. Fazer has ambitious growth targets, and the new model further enables strategic focus and capability building in innovation." Heli Anttila says.

Heli Anttila brings extensive leadership experience in innovation and new product development across Fazer Confectionery, Fazer Lifestyle Foods, and Fazer Bakery. Her breadth of expertise, spanning consumer insights and end-to-end innovation, positions her perfectly for the opportunities ahead.

Further information

Fazer media phone service Mon–Fri 8 am–4 pm, tel. +358 40 668 2998,
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Fazer Group

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong more than 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of almost 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to more than 40 countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2025, Fazer Group had net sales of 1.200 million euros.

Northern Magic. Made Real.