# Primark chief executive Paul Marchant resigns amid inappropriate behaviour allegations



Paul Marchant, the chief executive of Primark, has resigned "with immediate effect" in light of allegations related to "inappropriate behaviour towards a woman". The news emerged from Primark’s parent company, Associated British Foods (ABF), which announced that an investigation prompted the swift departure.

ABF stated that Mr Marchant has since apologised to the individual involved, the ABF board, as well as to his colleagues at Primark and others affiliated with the company. The statement underlined that he co-operated fully with the investigation and acknowledged his "error of judgment", conceding that his actions did not meet the standards expected by ABF.

The company also assured commitment to supporting the individual who raised the allegations. Paul Marchant had been at the helm of Primark since 2009, succeeding the chain's founder, Arthur Ryan. He previously held significant positions in several retail firms, including serving as chief operating officer at New Look and working at notable brands such as Debenhams, Topman, and River Island.

George Weston, the chief executive of ABF, expressed his disappointment regarding the incident, stating, “At ABF, we believe that high standards of integrity are essential." He emphasised that responsible action is crucial for the long-term management and operation of any business, reinforcing the need for respect and dignity within the workplace. “Our culture has to be, and is, bigger than any one individual,” he remarked.

Following Mr Marchant’s departure, ABF announced that finance director Eoin Tonge will take on the role of interim chief executive of Primark while working alongside the brand's senior executives and strategic advisory board.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.standard.co.uk/business/primark-paul-marchant-resigns-behaviour-abf-b1219743.html> - This article confirms Paul Marchant's resignation from Primark due to allegations of inappropriate behavior towards a colleague in a social setting, following an investigation by Associated British Foods (ABF). It highlights Marchant's cooperation with the investigation and his acknowledgment of his error in judgment.
* <https://news.sky.com/story/primark-boss-paul-marchant-resigns-and-admits-error-of-judgement-after-allegation-over-his-behaviour-towards-woman-13339092> - This article supports the details about Paul Marchant's immediate resignation as CEO of Primark after admitting an error of judgment in his behavior towards a woman in a social environment. It mentions that Marchant apologized to the individual involved and others affected.
* <https://www.retailgazette.co.uk/blog/2025/03/primark-boss-exits/> - This article reports on Paul Marchant’s resignation from Primark, emphasizing the role of an investigation into alleged inappropriate behavior towards women. It mentions Eoin Tonge taking over as interim CEO and highlights ABF's commitment to maintaining high standards of integrity.
* <https://www.standard.co.uk/business/primark-paul-marchant-resigns-behaviour-abf-b1219743.html> - The article also details ABF's response, including George Weston's statement on the importance of integrity and respect in the workplace. It notes that the company acknowledges the allegations and supports the individual who came forward.
* <https://news.sky.com/story/primark-boss-paul-marchant-resigns-and-admits-error-of-judgement-after-allegation-over-his-behaviour-towards-woman-13339092> - Additionally, the article mentions Paul Marchant's career background, highlighting his time at Primark since 2009 and previous roles in other retail companies.