

Lead "Shape New frontiers" Strategic Consumer & Shopper Learning Agenda.

Lead "Premiumization" Strategic Consumer & Shopper Learning Agenda.

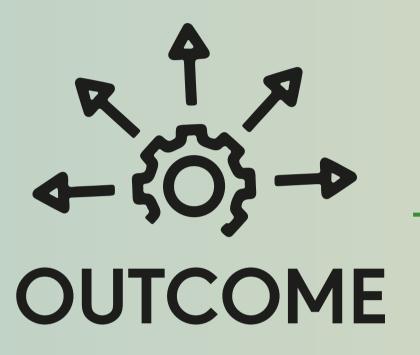


Head of Consun CCA

Spirits Premiumization Consumer Planner CCA

Oversees CCA category growth opportunities for spirits premiumization pilar and leads consumer centricity for CCA organization.

Marketing Consumer Identify future category growth opportunities from applied foresight and cultural Planning understanding. Team



Lead the total business with ideas and insights that sell more.

Shape New Frontiers Consumer Planner *CCA*

Oversees CCA category growth opportunities for shape new frontiers pilar and leads consumer centricity for CCA organization.

