

# Marketing

## Shape New Frontiers Team



### Head of Shaping New Frontiers CCA

#### Recruitment Portfolio Manager, CCA

Oversees recruiting  
Spirit portfolio  
management (Gin (all  
segments), Smirnoff,  
STD & value Scotch, Std

#### Single Serve Portfolio Manager, CCA

Oversees RTD and  
Beer portfolio  
management.

#### Shape New Frontiers Digital & Media Manager, CCA

Leads the media  
agencies and digital  
agencies and the  
ATL plans behind our  
Shape New Frontier  
brands.

#### World Class and Recruitment Brand Ambassador, CCA

Oversees the story  
telling behind our  
brands to impact  
consumers and key  
stakeholders.