

Marketing

Spirits Premiumization Team



Head of Spirits Premiumization CCA

Premium Moments Portfolio Manager, CCA

Oversees the premiumization agenda for our Premium Scotch portfolio.

Savor & Impress Premiumization Portfolio Manager, CCA

Supports the premiumization agenda for Johnnie Walker and Baileys.

Casual to Lively Premiumization Associate Brand Manager, CCA

Supports the premiumization agenda for Buchanan's and Old Parr.

Premium Moments Portfolio Manager, CCA

Oversees Don Julio brand management.

Head of Luxury Acceleration, CCA

Lead the From Strategy to Execution Agenda for our Luxury and Reserve Portfolio.

Luxury Brand Ambassador, CCA

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

Luxury Trade Advocacy Manager, CCA

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

Gifting and Luxury Portfolio Manager, CCA

Oversees our Luxury portfolio management.

Luxury PR & Influencing Manager, CCA

Oversees our Luxury portfolio management.

Culture and Influencer Manager, CCA

Oversees how our brands play a role in culture and manages influencers to achieve our PR results.

CP&A Executive Reserve Guatemala

Execute our Reserve Ambition in Guatemala.

Spirits Premiumization Media & Digital Manager, CCA

Leads the media agencies and digital agencies and the ATL plans behind our Spirits Premiumization brands.