

# Beam Suntory streamlines regional structure

By **Wendy Morley** on April, 28 2015 | International News



Beam Suntory, the world's third largest spirits company, announce this week that it would be streamlining its regional structure, going from four to three regions and also restructuring within those regions. The company is combining its Europe/Middle-East/Africa (EMEA) region with its Asia-Pacific region to create a larger International region.

Meanwhile, South America will become part of an expanded Americas region. This will result in three regions, each with similar sales of approximately US\$1 billion each, although geographically they are quite different. The three regions will be Americas, International and Japan.



Albert Baladi, currently President of Beam Suntory's EMEA region, will head the new International region. He will have Managing Directors in five sub-regions: Oceania, Emerging Asia, Developed Europe, Emerging Europe & Middle East/Africa, and Global Travel Retail. Tim Hassett, currently the President of Beam Suntory's North America region, will head the expended Americas region.

Nick Fink, currently President of Beam Suntory's Asia Pacific/South America (APSA) region, has accepted a US-based senior executive position at a public company. Fink will leave Beam Suntory on May 8. "We are happy for Nick and grateful for his numerous contributions to our success," said Matt Shattock, chairman and CEO of Beam Suntory. "He leaves a business in Asia Pacific/South America that is gaining momentum, and he has built an outstanding leadership team that will play an

invaluable role in the new International region.”



“With the Beam Suntory integration largely behind us, we can now benefit from simplifying our regional structure,” said Matt Shattock. “Merging our EMEA and Asia Pacific businesses helps ensure our business is set up to win by being close to our customers and consumers, aligning with our long-term growth strategy, and creating opportunities for some of our best and brightest talent. We also see benefits from uniting all of our Latin America markets in the same region. We look forward to driving continued momentum in the marketplace with our three strong regions.”