

Eduardo Barp named travel retail chief at Diageo

By **Mary Jane Pittilla** on November, 2 2018 | People



Eduardo Barp is stepping up to a new role as head of Diageo's travel retail business, replacing Dayalan Nayager.

Barp, who is currently General Manager Caribbean & Central America, will become Managing Director for Global Travel, reporting to Alberto Gavazzi, President, Diageo Latin America and Caribbean, Global Travel and Global Sales.



Eduardo Barp replaces Dayalan Nayager as Travel Retail Chief at Diageo

Nayager has been appointed to Managing Director for GB, Ireland and France, starting on January 1, 2019, reporting to John Kennedy, President, Diageo Europe, Turkey and India.

Charles Ireland, Managing Director for GB, Ireland and France, will be leaving Diageo at the end of December 2018, after more than 20 years with the company, to pursue opportunities outside the

business.

John Kennedy, President, Diageo Europe, Turkey and India, said: "I would like to congratulate Dayalan on his appointment and welcome him to the European Executive Committee as part of his new role. I've been impressed with Dayalan's passion for diversity, engagement and strong performance focus and am excited about what he will achieve for GB, France and Ireland."

Alberto Gavazzi, President Diageo Latin America and Caribbean, Global Travel and Sales, said: "Dayalan leaves the Global Travel business in great shape. It has never been as structured and disciplined as it is today, with such a strong focus on the customer, and I wish him all the best in his new European role. I would like to congratulate Eduardo on his appointment to the Global Travel team and look forward to working with him on this exciting global agenda."

Nayager has worked in Diageo's Travel Retail business for nearly four years, before becoming Managing Director for Global Travel in 2016. Over this time, he has propelled the business towards solid growth and has seen travel retail's number one spirit brand, Johnnie Walker, extend its market leading position in 2017 (source: IWSR 2017).

Nayager and his team have been focused on commercially transforming the Global Travel business. It started with returning the business from Singapore to London in 2016, followed by a reshape of the strategy to ensure that the organization remained customer focused, while still providing strong financial performance.

Barp will utilize his years of commercial leadership experience within Diageo to help him transition smoothly to the new role, with continuity being provided under Gavazzi, the company said.

Barp has been the General Manager Caribbean & Central America since 2016. He joined Diageo in 2007 as Sales Director for Mexico, where under his leadership Scotch volumes doubled and NSV (net sales value) tripled.

Barp moved in 2011 to be Commercial Lead for Business Development for Diageo Latin America and Caribbean before being appointed Customer Development Director, Western Europe. He was appointed as the General Manager, Venezuela in 2013 leading a business under highly complex circumstances with exceptional skill and leadership before moving to his current role, Diageo said.