

Doron Friedman appointed new Director Global Travel Retail at The Absolut Company

By **Ryan White** on January, 6 2014 | People



The Absolut Company and Pernod Ricard have announced the appointment of Doron Friedman as Director Global Travel Retail at The Absolut Company (TAC).

With over 20 years of international experience, Doron has wide-ranging expertise in the global spirits industry, where he has assumed commercial, marketing and general management positions across numerous markets.

His career has featured a string of successful accomplishments within both the duty free and domestic sectors. He joined TAC seven years ago, where he fulfilled the role of TAC Area Director Americas for Travel Retail and most recently Area Director Latin America/Caribbean domestic markets. His experience as a key strategic influencer in both domestic and travel retail markets constitutes a unique asset in his new role.

“I look forward with great excitement to returning to the dynamic GTR market,” says Doron Friedman. “Our success throughout travel retail speaks for itself; we have pioneered the market and grown rapidly. It’s a great and exciting challenge to grow the business while providing the consumers with the unique experiences that only Absolut and its sister brands can bring to the table.”

As newly appointed Director Global Travel Retail, Doron Friedman states a first vision for the future: “We will continue focusing on brand growth and brand evolution for the entire TAC portfolio through ongoing creativity, innovation, transformation and collaboration. With all the power and might of the global Pernod Ricard organization behind us, there is no limit as to how far we can go.”

Doron Friedman will be operating under Darryn Hakof, Vice President Brand Development at The Absolut Company. “We are very pleased to place the global travel retail operations in the hands of Doron Friedman, as he represents experience and continuity as well as new ideas and energy,” says Darryn Hakof. “With Doron on board, we are poised to continue pushing boundaries in the fast paced global travel retail market.”