

Martin Mackinnon to lead GTR business at Accolade Wines



Taking on the role of General Manager, Global Travel Retail of Accolade Wines, Martin will be responsible for leading the team in driving availability, visibility and sales in travel retail channels across the globe

Martin MacKinnon has been appointed as General Manager, Global Travel Retail of Accolade Wines. He is an experienced senior leader with a proven record of delivering commercial success through the building of strong partnerships and high performing teams.

Martin will be responsible for leading the global Accolade travel retail team in driving availability, visibility and sales in travel retail channels across the globe.

He joins Accolade having most recently been Sales Director for the UK and Ireland at Royal Caribbean International, the world's largest cruise business. Prior to that, he spent more than 12 years at Diageo where he held a number of senior sales and commercial roles, as well as undertaking Sales Director positions at leading consumer brands business, Kimberly-Clark.

"I am delighted to take on this position. My team is currently focused on supporting our customers during this uniquely challenging time.

Alongside this we are planning for the future. While we already have a strong global presence in travel retail, there is a huge amount more value that we can add for our customers.

I intend for us to continue to support sales with our terrific mainstream portfolio that, with Hardy's and Echo Falls, includes two of the world's top ten wine brands. However, the really exciting opportunity is for us to support growth for our partners in prime retail space with our premium brands.

We have a terrific premium portfolio including Grant Burge, St. Hallet, Petaluma, House of Arras and many more. I look forward to working with my team and our customers to identify and unlock the future opportunity." Says Mackinnon.