

Management changes at Edrington

By **Steve Pawlett** on September, 24 2018 | People



Edrington has announced changes within its Asia Pacific and Travel Retail units that will see new leaders take the helm of these two strategically important parts of the business.



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Martin Reimann will retire from Regional Managing Director, Asia Pacific & India at Edrington in 2019. Reimann joined Edrington in 2002 to set up its first overseas office in China. Over the past 16 years, he has grown the business to more than 300 people across the region, building the company's wholly owned distribution capabilities with headquarters in Singapore.



Igor Boyadjian, currently Managing Director of Edrington Global Travel, Retail, will replace Martin Reimann

Reimann will be replaced by Igor Boyadjian, currently Managing Director of Edrington Global Travel Retail. Based in Singapore, Boyadjian joined Edrington in 2017 to lead the travel retail arm. He previously led Edrington-FIX Middle East, a joint-venture between Edrington and Boyadjian's co-owned FIX Wines & Spirits. Edrington's Global Travel Retail business will now be led by Suzy Smith, formerly Marketing Director for the company's Regional Power Brands business, which includes The Famous Grouse, Brugal rum and Cutty Sark. Prior to joining Edrington, Smith worked for Diageo and GlaxoSmithKline in local and global marketing roles across multiple brands.



Edrington's Global Travel Retail business will now be led by Suzy Smith

"I am very pleased to be handing over the reins to Igor. His unique background, combining entrepreneurship and corporate experience acquired across many functions and geographies, will be invaluable to Edrington. This is an important sign of continuity, and I wish him all the very best as the new regional managing director, Asia Pacific & India," said Martin Reimann.

"I am very excited by the prospect of leading a region that has become a powerhouse for Edrington's brands. I am really looking forward to working with a talented team to continue to advance our premiumisation strategy and brand building focus in what is an incredibly dynamic part of the world, with a strong emphasis on strengthening The Macallan's position as the ultimate luxury spirit, but also accelerating the growth of our super premium and prestige portfolios," said Igor Boyadjian.

"Travel Retail is a fast-paced and evolving business that presents the ideal opportunity for brands to make meaningful connections with consumers. New major investments across the world are redefining this environment, demanding a brand and retail space that is as memorable and immersive as the travelers' journey. I am looking forward to leading Edrington Global Travel Retail, as we continue to grow our brand equity and consumer recruitment across this truly global channel," said Suzy Smith.

Reimann, Boyadjian, and Smith will be working together to ensure a seamless transition of leadership between now and December 2018, when the changes come into effect.