

Mars ITR appoints Marcus Hudson as Sales Director

Mars Wrigley ITR has announced the appointment of Marcus Hudson as Sales Director as of January 17, 2022. Hudson's current position with the company is Global Customer Development Director. In his new role, for which he joins the leadership team, he will lead the continued recovery of Mars Wrigley's global travel retail business, reporting to Jack Tabbers, General Manager.



Marcus Hudson begins his role as Sales Director on January 17

Hudson has worked in global travel retail since 2007, when he was Trade Marketeer global travel retail for BAT.

He joined Mars Wrigley in 2016 as Customer Effectiveness Manager in ITR and was promoted to his current role in 2019. The company notes Hudson's many achievements including implementing Mars Wrigley's current customer-centric structure, building a very high engagement level within his team during the pandemic, and ongoing Airport customer recovery with "better-than-ever" relationships with key partner customers.



Raghav Rekhi's assignment with ITR will end as he returns to his home of Dubai

In announcing the new appointment, GM Tabbers took the opportunity to thank Raghav Rekhi, whose assignment with NL/ITR will end on January 15 as he returns to his home in Dubai. "Throughout his work, Raghav's commitment to delivering results, his passion for developing talent, coupled with a strong collaborative approach and ambassadorship of our culture have shone through and he will be much missed by the unit."