

Vinay Golikeri takes top role at Bacardi Global Travel Retail



Vinay Golikeri is promoted to Managing Director, Global Travel Retail, based in Dubai

Bacardi Global Travel Retail (GTR) has announced two senior team changes, underpinned by the spirits group's strong commitment to the travel retail channel.

In Spring 2018, Mike Birch took on additional responsibility for Bacardi's digital commerce business as Vice President Digital Commerce. Having managed that role in tandem with leading the Global Travel Retail business, Birch will now focus on Bacardi's digital commerce business.

Vinay Golikeri is promoted to Managing Director, Global Travel Retail, based in Dubai and reporting to Maurice Doyle, President – Incubation Brands and Global Commercial Development, who himself has over 19 years' experience with Bacardi.

Doyle said: "Mike's tenure in Global Travel Retail is something we are very proud of, for his partnership approach in delivering sustained growth of our business coupled with impactful traveler engagement plans. We wish Mike every success in his new role."

He continued: "Over the past 18 months, as Commercial Director Global Travel Retail, Vinay has worked very closely with Mike and me to make this planned transition. I'm confident that with Vinay's experience and leadership, Bacardi will reinforce our consistent commitment and partnership approach in Global Travel Retail. Vinay brings a blend of commercial, operational and marketing acumen, coupled with a passion for creating win-win relationships."

Golikeri has been with Bacardi for over 16 years, starting in India followed by various marketing and commercial roles. Since 2011, he has been on the Bacardi Global Travel Retail leadership team, initially as Marketing Director, where he contributed to a significant pipeline of product innovation and a step-change in shopper engagement. In 2016, he became Regional Director, Bacardi Global Travel Retail - Asia Pacific, Middle East & Africa, achieving strong performance underpinned by insight and

understanding of emerging market travelers. He subsequently took on global responsibility as Commercial Director, Bacardi Global Travel Retail.

Golikeri added: "Global Travel Retail is an incredibly exciting and dynamic opportunity with a unique commercial and brand-building focus. Bacardi has a strong commitment to Global Travel Retail and the perfect portfolio for the international traveler. It is a real privilege to lead the highly talented and experienced team at Bacardi Global Travel Retail. I look forward to continue working together with our retail partners to deliver world-class plans and mutual success."