

William Grant & Sons appoints Rufus Parkinson as Managing Director - Global Travel Retail



Rufus Parkinson, Managing Director - Global Travel Retail at William Grant & Sons

Rufus Parkinson, has been appointed Managing Director - Global Travel Retail at family-held drinks company William Grant & Sons.

Highly experienced within the luxury arena, Parkinson relocated from Asia to join the group in June 2023, as Regional Director Global Travel Retail for Europe, the Americas, India and the Middle East.

Fluent in Mandarin, Parkinson has an extensive background in luxury consumer brands, FMCG and retail, and has previously held senior leadership roles at Moët Hennessey and Mars. Bringing a depth of brand building and global commercial expertise to his new role, he is charged with steering the group's global travel retail team as it continues to build on established leadership positions within the premium spirits sector.

Commenting on Parkinson's appointment, William Grant & Sons Chief Commercial Officer Doug Bagley said, "I am confident that Rufus's experience will allow him to drive our global travel retail channel to ensure long-term sustainable value growth."

Parkinson said, "I am delighted to take on this key role and explore new ways in which to meet the evolving demands of travelling consumers - and our retail partners. The resurgence of the luxury spirits segment within global travel retail offers so many exciting opportunities, and we will continue to push the boundaries of innovation in order to deliver memorable brand experiences, drive footfall

and uplift sales.”