

William Grant & Sons bolsters team with new hires



Gwilym Cooke, Head of Brand Marketing Global Travel Retail, William Grant & Sons

William Grant & Sons (WG&S) has announced three additions to its travel retail commercial and brand marketing teams.

Gwilym Cooke has joined the Global Travel Retail (GTR) team as Head of Brand Marketing; Quentin Job takes up the role of Regional Director Asia Pacific & Middle East, GTR; while Charlotte Philips joins the GTR team as Global Brand Manager Premium Spirits. All three took up their respective roles on 1 April 2022.

The new roles bolster the GTR marketing function and will work alongside Head of Customer Marketing Lindsay Hitzeroth.

Gwilym Cooke's role as Head of Brand Marketing GTR sees him defining vision, brand strategies and portfolio plans for WG&S' entire GTR channel operations. Cooke has been with WG&S since 2014, in a

number of marketing roles.

“I’m delighted to be joining the GTR team at such an exciting time; as the world continues to open up for people to enjoy travel again and we continue shaping how our world-class portfolio of brands can add value to that experience,” said Cooke.

Quentin Job replaces Matt Williams who left WG&S in October 2021. Previously with Pernod Ricard for 20+ years, his role will focus on driving business across the WG&S brand portfolio in the Asia Pacific and Middle East regions. He reports to David Wilson, Managing Director.

Job commented: “I am joining William Grant & Sons at a critical time for the GTR drinks industry. I’ve long admired William Grant & Sons brands and I’m both excited and proud to be representing them across my region. After the massive impact of COVID across the GTR channel, the future is very bright for GTR as consumers start traveling and buying again.”

Charlotte Philips was previously UK Brand Manager for Hendrick’s Gin and, in her new role, will focus on Glenfiddich and The Balvenie. She said: “Not only is global travel retail getting back to pre-pandemic levels as a top-three market for the business, but it is also a critical brand-building channel where we build the continued leadership of our iconic brands. With new consumer trends emerging from the past years of instability, this raises ever-exciting opportunities for us to take advantage of, allowing us to grow our footprint. Let the journey begin.”