

Pernod Ricard Global Travel Retail names new Vice President Marketing



Craig Johnson, Global Vice President Marketing for Pernod Ricard Global Travel Retail

Pernod Ricard Global Travel Retail has appointed Craig Johnson as its new Vice President Marketing. 1

Johnson, currently Vice President Global Marketing, Absolut Vodka at The Absolut Company, takes up the role from January 2019, reporting to Mohit Lal, CEO of Pernod Ricard Global Travel Retail.

Johnson will be based in the London headquarters and will also become a member of Pernod Ricard Global Travel Retail's Executive Team.

In a press release, the company said: "This organizational change will continue to build on the strong work achieved so far since the consolidation of the global travel team, by continuing to push category boundaries of what can be achieved within the channel and connect with travelers across the globe at different stages of the travel trail through innovative and meaningful communications."

Nodjame Fouad moves from her current position of Vice President Marketing of Pernod Ricard Global Travel Retail to another position within the group.

Johnson joined Pernod Ricard USA in 2004 as Brand Director and became Vice President Marketing, Spirits in 2010. He joined The Absolut Company in 2013 as Global Brand Director, Malibu, and was promoted to Global Marketing Director in 2015. From January 2019 he is the Global Vice President Marketing for Global Travel Retail.