

Mondelez WTR makes new leadership team appointments



Beatriz de Otto is appointed Head of Customer Marketing, Mondelez World Travel Retail



Dogus Kezer is named Associate Director Category Marketing, Mondelez World Travel Retail

Mondelez World Travel Retail (WTR) has named Dogus Kezer as Associate Director Category Marketing, effective August 1, 2021, and Beatriz de Otto as Head of Customer Marketing, effective 1 September 1, 2021, in fresh appointments to the business unit's leadership team.

Kezer succeeds Irina Tarabanko as she steps into her new role as Associate Director, M&A Project Marketing for Mondelēz International, and de Otto succeeds Richard Houseago following his appointment to International eCommerce Customer Manager MEU. Both Kezer and de Otto report directly to Mondelez WTR Managing Director Jaya Singh.

Kezer joins the WTR team following his role as Marketing Lead for Gum & Candy for Central Europe, with over 17 years' experience in the FMCG industry. In addition to his WTR responsibilities, Kezer also leads marketing for the Chocolate, Biscuits & Gum & Candy categories for Mondelēz International's Swiss business unit and remains the key point of contact for the Gum & Candy category in Central Europe.

De Otto, who has been part of the WTR team since 2012, was formerly Senior Business Development Manager for Dufry and Lagardère, in which she steered the business with two of Mondelez WTR's major global retail partners through the Covid-19 period.

As Head of Customer Marketing, de Otto is responsible for global customer marketing strategy development as well as the executional excellence of key growth initiatives, working closely with internal stakeholders and with Mondelez WTR's major retail partners.

Jaya Singh, Managing Director Mondelez WTR, said: "Dogus and Beatriz join an excellent leadership

team, who have maintained a pioneering spirit throughout the Covid-19 period and have an exciting pipeline of initiatives in place to drive both the business's success as well as the channel's recovery forward. Mondelez WTR is inspired to create fresh opportunities to delight returning travelers through our innovative products and ground-breaking activations. We are united, energized and ready to tackle the challenges to ensure that we emerge #StrongerTogether and unlock new areas of growth."

Singh continued: "We thank Richard and Irina for their extraordinary contributions to both our business unit as well as to our special travel retail channel. Their leadership and dedication to innovation have been integral to Mondelez WTR's success as category leader as well as to help the business to navigate the pandemic alongside our valued partners. We wish them the very best on their new adventures."