

Imperial Brands announces new duty free team appointments

By **Hibah Noor** on March, 11 2019 | Spirits & Tobacco



Laurent Belotti, Key Account Manager Dufry, Imperial Brands Global Duty Free & Export

Imperial Brands Global Duty Free & Export has announced the appointment of Alberto Serrano as Regional Manager Europe, effective February 1.

Replacing the retiring Jürgen Mortzfeldt, Serrano joins the team from the Premium Cigar Division. He reports directly to Christian Münstermann, Global Duty Free & Export Sales and Marketing Director.

“We are delighted to welcome Alberto to the Global Duty Free & Export team,” said Münstermann. “However, we are very sad to say goodbye to Jürgen, who I would personally like to thank for his valued contribution, outstanding work and great loyalty. Jürgen has been with us for the last 23 years and has played a key role in the duty free team, driving our business in the region with passion and commitment. We all wish him all the best for the future.”

Another significant appointment is that of Laurent Belotti as Key Account Manager Dufry. He replaces Andy Blacker, who begins a new role within the Bristol, UK-based travel retail team from April 1, added Münstermann.

“Andy built an amazing business relationship for Imperial Brands with Dufry since joining the team in 2012 and we would like to thank him for his amazing contribution and great support.”

Serrano and Belotti join the growing team at Imperial Brands Global Duty Free & Export’s new headquarters in Madrid, Spain, led by Global Director GDF&E Jorge Arias.

The decision to relocate to Madrid, centralizing functions previously handled in both Hamburg, Germany and Bristol, UK, is seen as strategically important.

“Madrid provides us with the optimum strategic location whilst better managing the various global entities that constitute Imperial Brands Duty Free & Export,” said Arias, who has headed the Global Duty Free & Export team since April 2017.

“The GDF&E new location allows us to be better prepared for future growth opportunities and to bring together sales and marketing for all the key Duty Free & Export tobacco brands – cigarette and cigar – such as Davidoff, West, Gauloises, L&B, Rizla, Cohiba, and Montecristo, as well as our vaping brand myBlu.”

Last year, Imperial Brands appointed Tobias Baude as Head of Corporate & Legal Affairs - Global Duty Free & Export, along with regional appointments of Julia Bauer to manage Asia Pacific and Jose Rubiralta to lead the newly created Americas region.

“We have an incredibly strong team to take Imperial Brands Global Duty Free & Export into the next phase of our growth and development globally,” added Münstermann.

“It’s a critical and challenging time for tobacco in the Global Duty Free & Export market and I am confident that we have the team, the brands, the products and the innovation pipeline to meet the needs of today’s and tomorrow’s traveling consumers.”