

Lindt & Sprüngli appoints Nicolas Sobredo to key North & Central America role



Markus Suter (on the left) with Nicolas Sobredo

Leading premium confectionery brand Lindt & Sprüngli has appointed Nicolas Sobredo as Regional Head of GTR North & Central America, effective immediately.

The move reflects the company's intention to drive growth for confectionery in the Americas region by splitting responsibilities for South America and North & Central America.

Reporting to Head of Global Travel Retail Peter Zehnder, Sobredo will lead the expansion of Lindt's travel retail business, with a key focus on brand building and accelerating sales performance across the region. He will also further develop the duty-paid business in the USA and develop, implement, and oversee the GTR strategy throughout North and Central America. He will work alongside his colleague Markus Suter, who previously managed the region in addition to his responsibilities for Lindt GTR South America.

Sobredo has a wealth of experience in travel retail, having previously worked across Latin America and the Caribbean. He also held retail and business development roles with global FMCG companies in various markets in North and Latin America.

Peter Zehnder, Head of Lindt & Sprüngli Global Travel Retail, commented, “I would like to welcome Nicolas to the team and wish him and Markus great success in taking the Americas region to the next level. Nicolas is an experienced travel retail executive whose knowledge and deep understanding of the region’s dynamics will undoubtedly positively impact our business in North and Central America. I would also like to thank Markus for his huge efforts in managing the GTR Americas business over the last ten years. The new structure will enable us to deploy resources in North and Central America, where we have identified significant growth opportunities, while at the same time maintaining dedicated resources for LATAM to develop further.”

Sobredo added, “The strong recovery of the travel industry and impressive double-digit growth of Lindt’s global travel retail business in 2023 make for an exciting time to be joining the company. I’m looking forward to implementing key objectives from the category vision to drive regional growth and add confectionery to every basket.”