

## Nestlé International Travel Retail creates Commercial Development Team



Joan Moreno is Commercial Development Team Manager

Nestlé International Travel Retail (NITR) has announced the establishment of a new Commercial Development Team (CDT) organization.

This strategic move aligns with its ambition to accelerate the growth and visibility of global confectionery as a key category of Food.

Reporting to NITR Global Head of Sales, Jorge Hadweh, the CDT function will play a pivotal role in driving the category growth agenda, collaborating closely with retailer partners whilst leveraging the strengths of the NITR brand portfolio to consistently deliver exceptional execution and elevated shopper experiences. These levers are said to be critical to driving footfall and conversion, especially with the Gen Z audience.

Effective March 31, 2025, Joan Moreno joined the NITR team as the CDT Manager. NITR will benefit from his extensive multinational career which began in 2003. Moreno brings a strong mix of commercial, marketing and category expertise gained throughout his career from roles in strategic markets and latterly leading global confectionery category development at Nestle headquarters in Vevey. His key past positions include National Key Account Manager for Confectionery, Dairy, and Cereals; Corporate Key Account Manager; - International Key Account Manager for the DIA Group; Head of Category Channel Strategic Development for Confectionery and Dairy in Spain and Senior Brand Manager for Tablets

On September 1, 2023, Joan took the position of Global Commercial Development Manager, supporting the Confectionery Strategic Business Unit at the Nestlé headquarters in Vevey. With his experience and impressive career, NITR said it is delighted to welcome Joan to the team.

The new CDT organization underscores NITR's commitment to making food the leading category in travel retail and strengthening partnerships with retailers worldwide.