

Tito González joins Duty Free Global as VP of Americas



Tito González, Vice President Americas, Duty Free Global

Duty Free Global appointed Tito González to the position of Vice President Americas effective January 1, 2023.

González was born and raised in Panama, with a career in sales that goes back to the 1990s with companies like Procter & Gamble and Samsung Corporation.

Based in Panama, with more than 20 years in the wine & spirits industry, holding international management positions for Cruzan Ltd., V&S Absolut Spirits, Groupe Belvédère, Waldemar Behn GmbH, and as a Category Director for Grupo Wisa for the Travel Retail channel of the business.

González's experience extends to all segments of the business, from the end consumer in local markets, to the Travel Retail channel at airports, borders, and cruise lines. He brings a brand- owner's approach to business, and a deep understanding of the Travel Retail channel.

González said, "This is just an incredible team to work with. We all come from different backgrounds and cultures but share the same objective; to build brands. America plays a big role in our global business and Latin America and the Caribbean are full of opportunities and areas to conquer."

Barry Geoghegan, Founder of Duty Free Global said of González's appointment, "I have known Tito for many many years. I have huge respect for his passion for the channel and his incredible product knowledge in the wine and spirits business. We are delighted to make such a senior appointment in the region as the America's is a big priority for DFG and its brand partners."

González will be attending the forthcoming Summit of the Americas in Palm Beach from April 17 to 19 and is looking forward to meeting brand partners and operators.