

Edrington GTR announces organizational restructuring





Having spent more than 15 years at Edrington in a number of commercial roles, Jeremy Speirs is ready to take over the title of Regional Managing Director, Edrington Global Travel Retail, from Suzy Smith, who will return from Singapore to Glasgow to take on the position of Director of Strategy and Innovation

Edrington Global Travel Retail (GTR) has announced a restructuring of its organization, effective September 1, with key functions to be split between two hubs in Singapore and Glasgow.

The organization's marketing and commercial teams will be run from Singapore, in close proximity to Asian travelers and anticipated growth opportunities in the region, while finance and supply chain functions will be centralized in Glasgow, providing global reach across time zones and accessibility to key global retailers.

As part of this restructuring, Jeremy Speirs will assume leadership of the business, taking on the role of Regional Managing Director, Edrington Global Travel Retail, based in Glasgow. Formerly, Managing Director for Europe, Middle East & Africa Travel Retail, Speirs has spent over 15 years at Edrington, serving in a variety of commercial roles where he made an important contribution to The Macallan's growth, particularly in Asia Pacific during his five-year tenure in the region from 2010.

He takes over from Suzy Smith, who will return from Singapore to Glasgow to take on the role of Director of Strategy and Innovation.

"This restructuring allows us to deliver a more agile response to the needs of our retail customers in a much-changed landscape, while retaining a global footprint to accelerate growth as the travel industry recovers. Travel retail remains strategically important to Edrington and we are fully committed to our partners, to The Macallan Boutique program and to delivering the innovation for

which our brands have become known in this channel.

As I look ahead to Edrington Global Travel Retail's next chapter I'm fortunate to take over from Suzy, under whose leadership our reputation and credentials in luxury spirits have been strengthened through numerous high-profile initiatives including the successful rollout of The Macallan Boutique program," comments Speirs.