

Habanos, S.A. introduces new Co-President and Commercial VP



Maritza Carrillo González, Co-President, Habanos, S.A. (left), and Jorge Pérez Martel, Commercial Vice President

This month [Habanos, S.A.](#) announced the appointment of two new team members; Maritza Carrillo González as Co-President, and Jorge Pérez Martel as Commercial Vice President.

Maritza Carrillo

Maritza Carrillo, who holds a degree in International Economic Relations, has been linked to the world of Habanos since the beginning of her professional career and was part of the founding team of Corporación Habanos S.A., where she held various responsibilities in the Commercial, Marketing and Business Development areas. From 2006 to 2011, she served as Marketing Director and Head of Havanesa stores at Empor, S.A. Exclusive Distributor in Portugal. Later, she assumed the position of President of Comercial Iberoamericana S.A. (COIBA) based in Spain. At the end of her assignment in 2021, Carrillo became General Manager of Tabagest S.A., until her recent appointment as Co-President of the company.

Jorge Pérez Martel

Jorge Pérez Martel, since he started to work at Habanos, S.A., has occupied different responsibilities. He participated so as in the creation of the first La Casa del Habano, in Cancún as the implementation of Importadora & Exportadora de Puros y Tabacos de CV (IEPT) and Caribbean Cigars Corp (Curazao) companies, where he was appointed Commercial Director.

"Pérez Martel's strategic vision and innovative thinking, were key in the creation and development of the Franchises La Casa del Habano Management, in which later on he was its Director," reads the press release announcing his appointment.

Pérez Martel has about 40 years' experience in the business of Habano. During his professional career, he also occupied the position of International Market Supervisor until he was appointed as President of Coprova, Exclusive Distributor for France and Monaco with successful results for the market. After his mission in Coprova, Pérez Martel was in the position of Economic Management Specialist, until he was appointed as Director of La Casa del Habano Franchise, a role he held at the moment of his appointment.

Pérez Martel is replaces Leopoldo Cintra González who held the Commercial Vice President role for more than five years with good results.