

JTI appoints Haythem Bouchuiguir as Americas lead



Haythem Bouchuiguir takes on new role of JTI General Manager, Americas Duty Free

Haythem Bouchuiguir is set to lead USA and Latin America duty free markets following Jean Alexandre Leu internal move, says JTI.

Bouchuiguir has taken over the position of General Manager, Americas Duty Free, based in Miami.

Bouchuiguir joined the JTI Worldwide Duty Free's (WWDF) marketing team in Geneva in 2001. He held various positions of increasing responsibilities and in 2011 was appointed Marketing Director for JT Duty Free, based in Tokyo. Since 2013, he has been leading the Global Trade Marketing and Brand Equity activities for JTI WWDF, responsible for the global equity strategy for entire brand portfolio in the travel retail channel, overseeing Brand Communication, Activation, Merchandising as well as Smoking Lounges.

Bouchuiguir holds a Bachelor's degree in Business Management and Media Studies from University of Leeds, United Kingdom.

Bouchuiguir succeeds Jean-Alexandre Leu, who has moved to lead the Bolivian market. The WWDF team would like to take this opportunity to thank Leu for his significant contribution to WWDF during the past 15 years and wish them both all the best in their new roles.