

Penfolds appoints new members to GTR team

Daavid Warren has been appointed to the role of Director – Global Travel Retail and Global Hotels. Daavid has responsibility for the Regional GTR Managers in Australia & New Zealand, South East Asia, North Asia and Europe. He will lead the GTR strategy and drive awareness, penetration and distribution of Penfolds wines within the global hotel groups.

Daavid has spent the past 11 years in the Middle East working in various GTR roles, giving him a solid understanding of the global travel retail industry. Over his eight years at TWE, Daavid has had full responsibility for GTR in Europe, Middle East & Africa and has held the role of Regional MEA Sales Manager. Daavid is based in London UK.

Also joining the Penfolds GTR team is Isobel Hercus. Isobel has been appointed to the role of Global Assistant Brand Manager GTR & GOP based in Melbourne. Isobel's role has a strong focus to optimize Global Travel Retail and On Premise as key brand building and recruitment channels in support of Penfolds Global Luxury Icon ambition.

Isobel joins the Penfolds team from L'Oréal, where she most recently held the position of Assistant Product Manager, Yves Saint Laurent Makeup and Fragrance. Isobel's career at L'Oréal commenced in 2019 via the Management Trainee Program, which provided her the platform to develop a solid understanding of all parts of the business including marketing and commercial acumen.

"This is an exciting time for GTR and Global Hotels as we start to see overseas travel return. What the next horizon of Penfolds GTR will become is what we will now build, and I'm very excited to see what this team will achieve together," says Michael Jackson General Manager ANZ & Global Channels, Penfolds.