

B&S Group announces new Managing Director of Retail

B&S Group S.A. (B&S Group), a global distribution partner of consumer goods, announced the appointment of Guus Jonge Poerink as Managing Director of its Retail Segment, effective January 1, 2021.

Guus Jonge Poerink currently serves as the Retail Sales Director of its Retail Segment and holds close to 20 years of experience in senior retail and managerial roles. Guus joined the Retail Segment in 2018 and has a proven track record in international retail and the duty free industry. This, combined with his knowledge of the organization makes him the perfect candidate for this role.

Guus succeeds Peter Wiggers, who has decided to step down from this position to pursue another role within B&S Group. As from January 1, 2021 Peter will take the lead in further developing the Marketing discipline on Group level.