

# Mondelez WTR welcomes new appointment



Tamara Abusara, Communications & Events Manager, Mondelez World Travel Retail

Mondelez World Travel Retail (WTR) is reinforcing its communications activities and key events focus in the channel with the appointment of Tamara Abusara in the role of Communications & Events Manager, World Travel Retail.

Effective since 1 April 2021, Tamara is responsible for the confectionery category leader's external communications, as well as trade events under Richard Houseago, Head of Customer Marketing, World Travel Retail. Tamara has spent four years working at Mondelez WTR, swiftly progressing from Junior Brand Manager for Milka, Freia & Marabou to Customer Marketing Executive, World Travel Retail Global Accounts. During her time at the company, she has gained invaluable experience in both brand communication, as well as the delivery of complex in-store activations.

"Tamara's keen understanding of brand communication, the importance of the consumer journey, as well as the needs of our partners in the channel, arrives at a strategic period where communications activities, events and the virtual world are becoming increasingly interdependent. Her open and intelligent communication style will support us as we continually push boundaries, while connecting with our valued partners as we navigate the recovery phase," says Richard Houseago, Head of Customer Marketing, Mondelez World Travel Retail.