

Pernod Ricard GTR appoints Liya Zhang VP of Marketing



Liya Zhang, Vice President of Marketing, Pernod Ricard Global Travel Retail

Liya Zhang has been appointed to the position of Vice President of Marketing, PR GTR, effective as of June 1. Zhang will report to Mohit Lal, CEO, PR GTR, and will be based in the Group's London headquarters as of 2022. Zhang will also become a member of the Pernod Ricard Global Travel Retail Management Committee.

"Taking on the role of Vice President of Marketing at PR GTR is a tremendously exciting prospect. With the company at the forefront of global travel retail, helping to grow its marketing capability and cement Pernod Ricard as a thought leader across the channel is a fantastic opportunity, and one I will be grabbing with both hands," says Zhang.

Continuing to push category boundaries within the channel and connect with travelers across the globe at different stages of the Travel Trail remains a core focus of future activity, further establishing PR GTR as an innovative thought leader and influencer.

Craig Johnson moves from the position of Vice President Marketing, PR GTR, to Vice President of Brand Management, Pernod Ricard USA, and will be based in New York.

“I am immensely happy for Liya. She is the right person to take the marketing division to the next level – her insights and experience will be invaluable. I wish her all the best and look forward to seeing the company continue to thrive within the channel,” adds Johnson.