

Roel Govers named Corporate Affairs Director, Mars Wrigley



Roel Govers is Mars Wrigley's new Corporate Affairs Director, Confectionery NL/ITR

Roel Govers has been named Corporate Affairs Director for Mars Wrigley Confectionery NL/ITR (Netherlands/International Travel Retail) after the merging of the two divisions earlier this year. He was previously Corporate Affairs Director for Mars Wrigley Confectionery in the Netherlands, and now adds the ITR role.

In this newly created role, Govers is responsible for reputation management and stakeholder relations for both the domestic market in the Netherlands and global travel retail. He is a strong believer in the traffic-generating potential of the confectionery category in travel retail, and enthusiastic about brand messaging.

As a member of the leadership team, Govers, who began working with Mars in 2015, is a trusted advisor to the Jack Tabbers, General Manager of the new unit.



Govers has a strong history in Communications, owning his own agency for several years, then working with a member of the Royal Family before joining Mars six years ago

Roel owned a communications agency for a large part of his career, selling his shares to battle against illiteracy alongside H.R.H. Princess Laurentien van Oranje for two years before joining Mars.

“Travel retail and confectionery have this implicit strong connection as they are both all about fun. By amplifying the fun factor, synergetic effects are bound to be created resulting in an even more attractive experience for travellers. Just one of the reasons why I think this is such a interesting and exciting time to be working in our industry,” he says.