

Monday 2nd September 2024

PERNOD RICARD UK ANNOUNCES NEW MARKETING DIRECTOR

Pernod Ricard UK today announces the appointment of Liam Murphy to the position of Marketing Director. Liam replaces Leanne Banks, who has moved to the position of Marketing Director, Business Acceleration, at Chivas Brothers, Pernod Ricard's Scotch Whisky business.

Having kick-started his career within the marketing agency world, specialising in campaign creation and delivery for companies such as O2 and Brown-Forman, Liam went on to pursue his passion for the drinks industry, working to help build challenger brands from the ground up. This led him to Pernod Ricard UK nearly 10 years ago where he continued to grow his expertise in marketing and commercial roles including Customer Marketing Manager, Senior Brand Manager, Marketing Manager, Customer Business Unit Controller (Prestige). Most recently he has been heading up the team responsible for the marketing strategies and campaigns for our Vodka, Gin, Scotch Whisky, Liqueurs and Ready-To-Drink brands as Brand Director.

Julia Massies, Managing Director Pernod Ricard UK, comments: "I am delighted to welcome Liam to the team and know he will bring energy and a fresh perspective based on the wealth of knowledge from his strong mix of commercial and marketing experience."

In his new role, Liam will oversee consumer marketing, including brand management, performance, social and experiential activities across the department. There will be a continued focus on consumer centricity, innovation, and digital transformation, to support the company's overarching ambition to beat the market sustainably by creating more moments of conviviality. Liam will report directly to Managing Director, Julia Massies, and become part of Pernod Ricard UK's Management Committee with immediate effect.

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About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.