



Andrew Carter Bacardi

Marketing guru making headway

Andrew Carter was promoted to Managing Director of Bacardi's Global Travel Retail Division last summer and is using his extensive drinks marketing experience to enliven the Bacardi portfolio in the channel.

Carter was previously Global Gin Category Director at Bacardi Global Brands, and joined the spirits company in 2005. The London-based family man has worked in drinks marketing for 13 years, and sees potential to double the size of his division's business in the next five years. The five core brands are Bacardi, Bombay Sapphire, Grey Goose, Dewar's and Martini. The Bacardi Global Travel Retail Division was set up as a stand-alone entity in 2006 with a remit to focus sharply on customer needs, category management and growth opportunities.

What does your role entail?

My responsibility is to lead the development, and performance, of our brands and our people in the group's travel retail business. Every week presents its own unique challenges, issues and opportunities. A typical week involves travelling to one of our core markets and working with my regional directors and sales teams, meeting customers, watching consumers. For example I have recently been in Dubai, Qatar, Miami, Geneva, and Paris. Most weeks also involve at least one dinner and several Bacardi Mojito's. I'm at my happiest when out in the real world.

Having not been in the job for too long, what are your plans?

I have been in my current role since August 2009, having previously been Global Brand Director for Bombay Sapphire, and I feel we



have achieved a great deal in this time. We have widely shared our vision to double the size of our global travel retail business over the next five years and are working with our customer partners and consumers to develop the plans to achieve this. We want to work with all like-minded partners who share our aspiration for a step-change in the brand experiences that we deliver to our consumers. Sampling 600,000 consumers with Mojito's, developing retail and bar concepts, and bringing live music events into the terminals are all examples of how we can transform the traveller's experience.

What are the key areas the company is focusing on this year?

The big area for us is to work with our customer partners to deliver truly inspiring brand experiences for our consumers. This has to start with the better sharing of shopper and traveller insights and data and working jointly with our partners to develop big ideas. We are very focused on step-changing the activity on Bacardi and our other core global brands Grey Goose, Bombay Sapphire and Dewar's. We are also focusing on innovation - whether the launch of new products such as Martini Gold, Bacardi Mojito Ready-to-serve product, new gift pack formats, or digital innovation, we are committed to trying out new initiatives across the globe.

Has your previous role at Bombay Sapphire been useful in the current job?

Bombay Sapphire is one of the brand icons of global travel retail so naturally the experience has been extremely useful. Having also worked across a range of premium drinks brands over 20 years in different markets, you quickly understand that you are only ever as good as the people in your team, the quality of your relationships, and the substance of your brands. I have been lucky to enjoy success in all these areas.

Is the tough retail climate leading to specific customer trends?

It has obviously been a difficult trading environment, most notably in the Americas and Eastern Europe, but I would say it has not fundamentally changed the trends or objectives of suppliers or customers. The focus remains on providing consumers with a luxury retail experience. This includes travel retail exclusives and premium offers as well as activity-programmes that drive more consumer engagement and footfall, as a way to maintain growth. Meanwhile, in the domestic market there has been a trend to providing consumers with reduced pricing to satisfy their at-home consumption. Thankfully within travel retail the focus still continues to be on adding value. **DM**

PERSONALFILE

Based in London

Pastimes Family taxi driver, horse racing and cricket

Drives Volvo XC90

Essential gadget iPod

Favourite city Sydney

Favourite airport Singapore, Changi