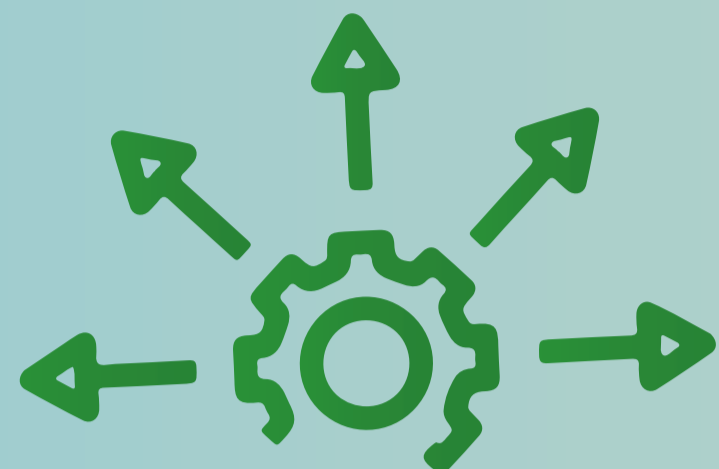


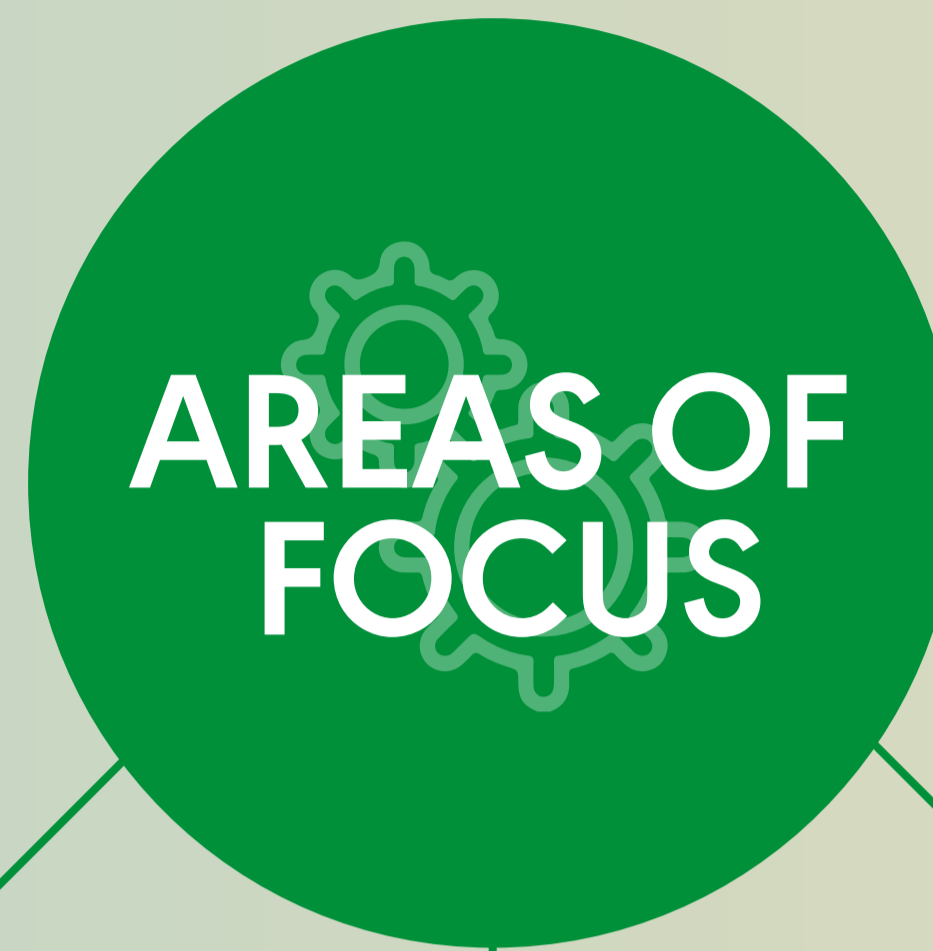
# Marketing



**OUTCOME**



*Because we believe there are moments worth being celebrated, we are the driving force that inspire our consumers to create meaningful connections, elevating celebrations through our brands.*



*Focus on the consumer, their motivation and the occasions*

*Create amazing brand plans that connect with consumers and make a difference in the world today*



*Be custodians of our brands and our brand plans to maximize our investments and optimize the impact on the business and the ambition*



# Marketing

## Marketing & Innovation *Executive Team*



### Marketing & Innovation *Director, CCA*

#### Head of Premiumization

CCA



Lead the premiumization agenda behind our premium scotch portfolio and our reserve brands.

#### Head of Innovation

CCA



Owner of the CCA Innovation Pipeline responsible for delivering sustained and profitable recruitment at scale by becoming the main source of growth for our brands in service of our two pillars - Shape New Frontiers (SNF) & Lead Spirits Premiumization (LSP). Custodian of Diageo's future business by ensuring a path for growth for our brands that is fully consumer-centric, focused on macro-trends enabling our brands to participate in the biggest consumption pools available.

#### Head of Recruitment

CCA



Lead the Shape New Frontiers agenda behind our Beer, RTDs, Standard Scotch and White Spirits brands.

#### Head of Consumer Connections & Planning

CCA



Oversees CCA category growth opportunities and leads consumer centricity for the CCA organization.

# Marketing

## Premiumization Team



### Head of Premiumization CCA

#### Premium Scotch Portfolio Manager, CCA

Oversees the premiumization agenda for our Premium Scotch portfolio.

#### Premium Scotch Brand Manager

*Dominican Republic*

Supports the premiumization agenda for the scotch premium brands in DR.

#### Assistant Brand Manager, Premium Scotch

CCA

Supports the premiumization agenda for the scotch premium brands in CCA.

#### Tequila Brand Manager, CCA

Oversees Don Julio brand management.

#### Reserve Brand Manager CCA

Oversees The From Strategy to Execution Agenda for our Luxury and Reserve Portfolio.

#### Reserve Brand Ambassador CCA

Oversees the story telling behind our brands to impact consumers and key stakeholders

#### Trade Advocacy Manager CCA

Oversees the story telling behind our brands to impact consumers and key stakeholders

# Marketing

## Recruitment Team



### Head of Recruitment CCA

#### Recruitment Brand Manager

*VCA*

Oversees recruiting RTD, value Scotch, Spirits (all segments), Smirnoff & Beer portfolio management in the VCA region.

#### Recruitment Brand Manager

*VCC*

Oversees recruiting RTD, value Scotch, Spirits (all segments), Smirnoff & Beer portfolio management in the VCC region.

#### Recruitment Brand Manager

*Dominican Republic*

Oversees recruiting RTD, value Scotch, Spirits (all segments), Smirnoff & Beer portfolio management in Dominican Republic.

# Marketing

## Innovation Team



### Head of Innovation CCA

#### Innovation Comercialization Manager, CCA

Owner of the commercialization process from growth driver development to ensuring world-class execution and M&E, providing the right tools to our CMO / Sales teams to set our Innovation projects for effective trial and ultimately, potential success. Securing excellence in commercial planning throughout Navigate, to guarantee we are ready to launch and execute impeccable commercial plans with maximum efficiency in achieving consumer targets.

#### Innovation Project Manager, CCA

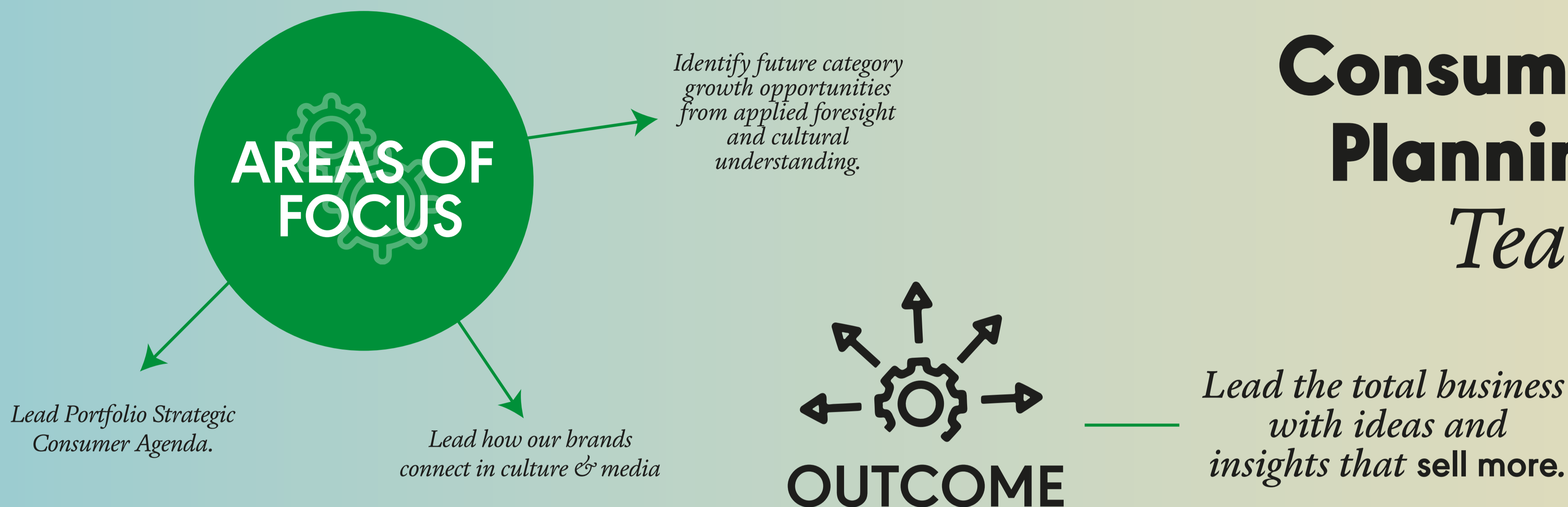
Responsible for the execution of the Innovation projects, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.

#### Innovation Project Manager, CCA

Responsible for the execution of the Innovation projects, always prioritizing Big bets (recruit projects) over everything else. Delivering best in class executional (and financial) Gate papers (+G3) and respectively holding the Market and core teams to account for decisions and delivery, having the tough conversation when necessary.

# Marketing

## Consumer Planning Team



## Head of Consumer Connections & Planning CCA

### Consumer Planner

CCA

Oversees CCA category growth opportunities for spirits premiumization pillar and leads consumer centricity for CCA organization.

### Consumer Planner

CCA

Oversees CCA category growth opportunities for shape new frontiers pillar and leads consumer centricity for CCA organization.

### Brand in Culture & Partnership Manager

CCA

Oversees how our brands play a role in culture and manages influencers to achieve our PR results.

### Media & digital Manager

CCA

Leads the media agencies and digital agencies and the ATL plans behind. All our portfolio brands.