



## British American Tobacco Ukraine announces General Manager succession

**31 March 2020**

British American Tobacco Ukraine (BAT Ukraine) is pleased to announce that Kakhaber Benidze, currently General Manager BAT Iran will succeed Simon Welford as General Manager of BAT Ukraine on 1 April 2020.

Kakhaber joined BAT in 2001 as mid-career recruit and worked in several roles in Marketing and Supply Chain in the Caucasus, Middle East and Central Asia. In 2012 Kakhaber was appointed as Country Manager BAT Azerbaijan followed by General Manager BAT Caucasus in August 2013 and as of January 2016 Moldova was added to the scope. In December 2017 Kakhaber was appointed as General Manager BAT Iran, during which time Kakhaber has led a significant turnaround of the business through redefining the portfolio, transforming route to market and championing external engagement.

Kakhaber Benidze said: *"I am honoured to succeed Simon. Today BAT Ukraine is in the greatest shape ever. We are one of the true leaders of the industry with a great portfolio of innovative products, with outstanding talents and with new corporate strategy and clear corporate purpose – to create A Better Tomorrow for all our stakeholders. I am confident that we will take full advantage of these opportunities."*

Simon Welford said: *"It has been eight remarkable and enjoyable years in Ukraine. We delivered outstanding results, made excellent progress with new categories and successfully transformed our business into an innovative multicategory company. We created a very high quality team of talents capable to meet any challenges and winning. I am very proud of them and everything we have done together. And I am happy that starting from April 2020 BAT Ukraine will be in good hands and I wish Kakhaber every success."*

### **Note to editors**

#### **Kakhaber Benidze – aged 46**

2017: General Manager, BAT Iran

2016: General Manager, BAT Caucasus and Moldova

2012: Country Manager, BAT Azerbaijan

2010: Head of Marketing, BAT Caucasus

2009: Area Head of Strategy Planning & Insights, BAT Caucasus and Central Asia

2007: Area Marketing Manager, BAT Middle East and Caucasus

2001: Joins BAT as Logistics Manager, BAT Caucasus

Married, has three children.

**British American Tobacco Ukraine** is the first foreign investment company with foreign investments in the Ukrainian tobacco industry, which was established in 1993 based on Prylucky tobacco factory facilities. The total investment to the company development is more than \$ 550 million.

British American Tobacco Ukraine is one of the biggest investors and employers in Pryluky and Chernigiv region. The company employs about 1000 people in Ukraine.

British American Tobacco Ukraine has been named as a Top Employer Europe 2020 and Top Employer Ukraine 2020, reflecting the company's commitment to developing its people and creating an employee environment in which they can flourish.

In Ukraine the company manufactures the following cigarette brands: Vogue, Dunhill, Kent, Rothmans, Pall Mall, Lucky Strike, Capri, Pryluky Osoblyvi. British American Tobacco Ukraine exports its products to Belarus, Armenia, Georgia, Moldova, Azerbaijan, Bulgaria, Kazakhstan and the Duty-Free stores in the biggest airports worldwide.