

Dimitri Jansen appointed Pernod Ricard SA's new marketing director

Pernod Ricard South Africa has appointed Dimitri Jansen to replace Charl Bassil as marketing director. Bassil left the company late last year to head up the global marketing of Absolut Vodka.



EXCLUSIVE: Charl Bassil on his new role as VP global marketing at Absolut Vodka

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Dimitri Jansen comes with a wealth of experience. Before taking up this appointment, he was the brand director for Absolut Elyx and GTR within the Absolut company. No stranger to this new role, he was marketing director and member of the local CODI for Pernod Ricard's Netherlands operations, he graduated with an MBA from the University of Tilburg.

He has been with Pernod Ricard since 2000, starting his journey in the company in the Seagrams organisation. Dimitri's appointment is part of Pernod Ricard's strong employer value proposition of being a global company with opportunities for growth and international transfer.

He brings with him expertise gained from being involved for a long time in the spirits industry in Europe and he says he looks forward to his stay in South Africa and the sunny weather.



Dimitri Jansen, Pernod Ricard SA's new marketing director. © [Facebook](#)

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