

New Brand Manager appointed for Banks Beer

THE DIRECTION and development of the Banks Beer brand is now the responsibility of Christian Gibbs. Gibbs has been appointed to the post of Brand Manger for Banks Beer following the promotion of David Sealy.

As Brand Manger for Banks Beer, Gibbs is responsible for the conceptualisation, development and implementation of strategic and tactical brand marketing programs.

Gibbs who has been acting in the role since June of this year said, “Working with the various teams during the Crop Over period to ensure that sponsorships were managed effectively to optimise sales was a very rewarding experience. I look forward to continuing to engage the commercial and sales teams to make certain that there is a return on investment for all programs implemented across the channels.”

Gibbs has over 15 years experience in marketing, graphic design, e-marketing and web development as a certified Internet web designer. Prior to joining BHL, Gibbs was an Assistant Brand Manager with Cable & Wireless. He has also worked with several advertising agencies in Barbados and the United Kingdom.



PIX CAPTION:
Christian Gibbs is the new Brand Manager for Banks Beer.