



By Matthew Jones

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Jodi Reddell joins T&G Global

Experienced marketing executive to drive global growth strategy at New Zealand-headquartered company



Jodi Reddell

T&G Global has appointed Jodi Reddell as its director – category & marketing.

Reddell will be responsible for developing and driving the global growth strategy for T&G's vertically integrated categories, including the premium apple brands Jazz and Envy, as well as T&G's global trading business.

Prior to joining T&G, Reddell was the global senior marketing director – McVities for United Biscuits, based in London. Reddell also worked with GSK/Lucozade Ribena Suntory in the UK as regional marketing director Asia (beverages).

Her experience in New Zealand includes marketing roles with Frucor Beverages and Fisher & Paykel.

T&G Global chief executive, Gareth Edgcombe, said he was delighted to have Reddell join the team in this new role as the company builds its global vertical categories.