

Andreas Fehr retires from Mondelēz World Travel Retail, Jaya Singh promoted to Managing Director

By **Hibah Noor** on March, 13 2018 | Industry News



After 24 years with Mondelēz, veteran Andreas Fehr is bidding farewell to the industry

Andreas Fehr will retire at the end of March after 24 years with Mondelēz International and predecessor companies. He will be succeeded by Jaya Singh in the position of Managing Director World Travel Retail (WTR), European Export (EE) and Business Unit Switzerland (BUCH), as of 1st April 2018, reporting to Jürgen Lisse, Area President Central Europe & EU Central Sales, Mondelēz International.

Singh has been with the company for over 25 years and has gained vast experience in every region of the world, spanning both domestic and travel retail markets. Prior to his current role as Global Sales Director WTR, he was Head of Global Key Accounts and before that Region Director Middle East & Asia Pacific. Singh's successor will be announced in due course.



Jaya Singh has been with Mondelēz for over 25 years

Singh has been a Board Member of the Asia Pacific Travel Retail Association (APTRA) since 2009, and held the position of President of APTRA between 2013 and 2017. He also sat on the board of the Duty Free World Council from 2013 to 2017.

Jürgen Leisse, Area President Central Europe & EU Central Sales, Mondelēz

International commented: “Andreas Fehr’s contribution to Mondelēz International for over two decades cannot be understated. He established and grew our presence in the travel retail channel to 2

a position of clear category leadership, and delivered many award-winning campaigns and remarkable new initiatives along the way.

Andreas has been a trusted and highly respected partner to retailers and airport authorities worldwide. On behalf of Mondelēz International, I wish Andreas the very best in his extremely well-deserved retirement.”

Leisse added: “Succeeding Andreas in his role is Jaya Singh, a very experienced leader of Mondelēz International. Singh is well-known in the travel retail industry and a key player in the development of our business in the channel, alongside Andreas and the rest of the leadership team. We look forward to Jaya ushering Mondelez WTR, EE and BUCH into a new era of growth in some of the most dynamic retail markets.”

Andreas Fehr commented: “The decision to retire is not one I have taken lightly, after what has been an extremely enjoyable and rewarding career with Mondelez.

It’s been an honour to work with so many talented partners and friends in the travel retail channel and within Mondelēz International, and I’m very proud of the achievements we’ve all witnessed together. 2017 was a record year for our business unit and I am confident that we have appointed the right successor to continue this momentum going forward. I feel that now is the right time for me to step aside, and I now look forward to spending more time with my family, taking up some new hobbies and admiring the development of the amazing travel retail sector from the outside.”

Jaya Singh said: “I am both humbled and excited to be given the opportunity to lead probably Mondelez’ most diverse organisation, embracing World Travel Retail, European Export and the Swiss domestic market. The business is in a strong position, with an excellent team in place and a fantastic pipeline of initiatives.” Singh added, “With sales across our brands in travel retail at an all-time high in 2017 and seeing the fruits of our efforts to drive total category growth, we have a great base to build on - to address new opportunities, such as those in digital, as well as the many challenges - to unlock new areas of growth with our partners in the Trinity.”

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