

# Gebr Heinemann sharpens political profile with new appointment and business unit

By **Mary Jane Pittilla** on September, 13 2018 | Retailers



Dr Jennifer Cords is the new Director Corporate Affairs, Business Compliance & Corporate Responsibility at Gebr Heinemann

Gebr Heinemann has named Dr Jennifer Cords as Director of the newly-created business unit Corporate Affairs, Business Compliance & Corporate Responsibility from September 1, 2018.

“Jennifer Cords has a profound track record as political action leader in various countries in which Gebr Heinemann operates. We are convinced that she will invest her experience in a profitable way for Gebr Heinemann,” said Kay Spanger, Gebr Heinemann’s Executive Director Purchasing, Logistics and Fulfilment.

Cords will sharpen the political profile of Gebr Heinemann as an organization, the German operator said.

She has comprehensive experience in campaigning, communication as well as public and corporate affairs in the global duty free business.

Before joining Gebr Heinemann, Cords worked as Director Corporate Affairs and Compliance Global Duty Free & Export at Imperial Tobacco for more than seven years. From 2012-2018 she also represented Imperial in various duty free associations.

“I am looking forward to serving the only family-owned company among the global players in the travel retail industry. Even though the position has been newly created, I won’t have to start from scratch establishing the business unit. I would like to explicitly thank Torsten Ehlers, Head of Business Compliance, who has successfully established the Business Compliance Department for Gebr Heinemann as well as Head of Corporate Communications Lara Vitzthum and her team for building up a systematic Corporate Responsibility management for the company,” said Cords.

Corporate Responsibility (CR) is one part of Gebr Heinemann’s corporate strategy. The company’s objective is to be the first choice in travel retail and the first choice in sustainable business.

Gebr Heinemann is already actively involved in a number of projects as part of its commitment to protecting the environment and shouldering its responsibilities to its business partners, customers, suppliers and employees and to society generally.

“We want to be part of a sustainable value chain in which we work closely with our suppliers and partners, collaboratively setting and performing to high environmental and social standards and championing best practice in the market. Systematic CR management is critical to our success. And that’s why the restructuring of our CR management in the new business unit Corporate Affairs is simply a logical next step,” explained Spanger.