

# Breaking: Jaya Singh to retire, Joost Rosmuller named as successor



After an illustrious career, revered industry leader Jaya Singh will retire at the end of January, 2025

Jaya Singh, a leading figure at Mondelez World Travel Retail (WTR), European Export, and New Business, is set to retire at the end of January 2025. Joost Rosmuller will replace him as Managing Director WTR after Singh's retirement, and will also take on the role of Vice President of Special Businesses starting June 1, 2024.

Rosmuller is currently based in Zürich, Switzerland, and has a reputation as a leader focused on customers and employees. He brings fifteen years of experience at Mondelēz International, with a history of leading business growth and recently serving as Vice President and Managing Director of Chipita. His leadership is marked by a commitment to strategic vision, excellence, collaboration, innovation, and sustainable growth.



Effective end of January, 2025, Joost Rosmuller will take over as Managing Director of Mondelez World Travel Retail

Singh has been with Mondelēz International for over 30 years, covering various global leadership roles in domestic and travel retail sectors. Notably, he led Mondelez WTR since 2018, was the President of the Tax Free World Association (TFWA) in 2021, and held significant roles in other industry trade associations like the Asia Pacific Travel Retail Association (APTRA) and the Duty Free World Council.

Singh stated, "The decision to retire is not one I have taken lightly, after what has been an extremely enjoyable and rewarding career with Mondelez. It has been a privilege to work with so many talented partners and friends in the travel retail channel and within Mondelēz International. I am proud of the strong team we have built, and I know that they will continue to work tirelessly to grow the confectionery category and strengthen travel retail's reputation with consumers. I am confident that under Joost's leadership, Mondelez WTR will continue to thrive and embrace the responsibilities and opportunities that come with being a true leader in the travel retail industry."

Rosmuller commented, "I am deeply honored and excited about stepping into this new role. In the upcoming months, I will collaborate closely with Jaya to ensure a smooth and seamless transition and we will be traveling across all markets to personally meet with different teams for formal introductions. The business is in a strong position, with an excellent team in place and a fantastic pipeline of initiatives set to rollout. I am confident that we will continue to advance category growth with our partners and delight our shoppers and consumers as we drive penetration and conversion in this dynamic channel."