



Alltech announces new appointments within its global marketing team

03 November 2023 | News

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“We are capitalizing on the geographical and value chain differentiators of our global marketing structure, providing more pathways for our field-based team members to bring the voice of the customer back into the business,” said Susanna Elliott, chief marketing and communications officer at Alltech. “Our globally connected yet locally focused marketing strategy is aligning to deliver more relevance and competitive edge to our customers.”

Within marketing, the company is establishing a new Data & Insights function, positioning its creative team to take a global creative agency approach and building new pathways for market and customer engagement. To champion these enhanced capabilities, new appointments within Alltech’s global marketing team include:

Creative team:

- Lisa Smith (USA), Director of Creative Operations & Marketing Development
- Alan Henthorne (USA), Creative Director
- Irene MacHugh (Ireland), Associate Creative Director
- Jennifer Allen (USA), Global Art Director
- Ruth Kelly (Ireland), Design Manager for Europe and Asia-Pacific

Data & Insights team:

- Amanda Stumbo (USA), Director of Business Insights
- Roel Coenders (USA), Associate Director of Data
- Leona Shaojing Luo (Ireland), Associate Director of Business Intelligence
- Clare Fahey (Ireland), Director of Customer Insights

Communications team:

- Lorie Hailey (USA), Director of Communications
- Liana Dobler (Spain), Spanish & Portuguese Communications Manager

Species teams:

- Danieke Ewalts (Netherlands), Global Aqua Marketing Lead
- Species marketing councils have been created that include regional marketing experts in the U.S., Canada, Latin America, Europe and Asia Pacific.