



New General Manager at JTI in Dagmersellen

Dagmersellen, 05.01. 2026 – Raffaele Santin took over as General Manager of the Swiss market at the turn of the year. He succeeds Olesja Flores, who will take on a new role within the company.

The industrial engineer began his career at JTI in 2013 in the finance department in Italy and was most recently Marketing Director for the German market. In between, he gained a wide range of experience in finance and marketing in Ukraine, UK and at the JTI headquarters in Geneva. Raffaele holds a Bachelor of Science and Master of Science in Management Engineering from the Politecnico of Milano and an MBA from IE Business School.

Raffaele Santin knows the company very well and is looking forward to his new responsibilities in Switzerland. "The Swiss market is very important to JTI. This is where we manufacture our products, where we interact with our consumers, and where we launch our latest products. With our latest innovation, the heated tobacco product Ploom, we are continuing our company's history – one that is characterized by growth, quality and curiosity about new things. I am very pleased to continue on this path with our factory manager Nihal Açikel and to carry on this tradition."

Olesja Flores, who led the Swiss Market since 2022, looks back on an exciting time in Dagmersellen: "The Swiss team has done a great job. I have felt very much at home here and wish my successor all the best."

For further information, please contact:

Stephanie Peeters, Corporate Affairs & Communications Manager
press.office.switzerland@jti.com