

MEDIA INFORMATION

Marton Pataki appointed Country Manager of JTI Bulgaria

Sofia, 20 September 2022 – Marton Pataki has been appointed Country Manager of Japan Tobacco International Bulgaria - part of the leading global manufacturer of tobacco and vaping products JTI.

Marton Pataki holds a Master's degree in Marketing and Marketing Communication from the Budapest University of Economic Sciences. He has many years of experience in JTI, holding various management positions. Marton joined JTI in Hungary in 2008 as C&TM Operations Head. Between 2014 and 2017, he led the Central Europe region's Sales & Trade Marketing function. In November 2017, he was appointed Marketing Director Czech Republic. From July 2018 to August 2022, he was the Country Manager of JTI Slovakia.

“The development of our brands will continue to be our main priority, based on the sustainable sales and market share growth, achieved in the last years. Furthermore, we will continue collaborating with government institutions and the business community to achieve stability and predictability of the regulatory environment and to continue supporting combatting the illegal tobacco market – an area in which Bulgaria has excelled in recent years”, noted Marton Pataki.

JTI is established locally since 2007 and strives to be a leading employer in Bulgaria. In 2022, for the eighth year in a row, the company was awarded by the Top Employers Institute a Top Employer certificate for its excellent labour conditions. Also in 2022 JTI Bulgaria was awarded for the sixth time Best Employer in Bulgaria by ARS Bulgaria, in partnership with Kincentric, in the category for companies with up to 250 employees. The company also supports charitable and socially responsible causes in Bulgaria, partnering with various non-governmental organizations.

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JTI is a leading international tobacco and vaping company with operations in more than 130 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel, outside the USA. Other global brands include Mevius and LD. JTI is also a major player in the international vaping market with its heated tobacco brand, Ploom, and e-cigarette brand, Logic. Headquartered in Geneva, Switzerland, the Company employs over 40,000 people and was awarded Global Top Employer for the eighth consecutive year. JTI is a member of the JT Group of Companies. For more information visit www.jti.com