



Mark Rock, new General Manager of JTI Romania, Moldova and Bulgaria

As of this April, Mark Rock is the new General Manager of JTI Romania, Moldova and Bulgaria.

Mark Rock has about 28 years' experience in the tobacco industry; in 1987 he joined Gallaher UK's Sales and Marketing, where he held positions of increasing responsibility, culminating in the leadership of Operations in the UK Market. In 2007, Gallaher, a FTSE 100 business, was acquired by JTI, and in 2012, Mark was appointed to lead JTI's Key Accounts, Category Management and Channel Planning, based in Geneva, the company headquarters. He then headed up the Corporate Trade Marketing in Geneva, supporting JTI markets in the development and exploitation of trade marketing capabilities across the group.

Mark said: 'JTI has begun its third decade in Romania: we came here to stay and to grow our business, so we will continue to invest in our brands, in our factory and in our people. Of course we must continue to work with the authorities, in a constructive and transparent manner, for a fair and predictable fiscal and legislative environment and to keep up the fight against smuggling.' He added: 'I am very impressed with JTI's solid reputation in Romania, in both business and local community and I look forward to JTI's continued involvement in social-responsibility programmes' said Mark Rock, the new General Manager of JTI Romania, Moldova and Bulgaria.

Mark Rock takes over as General Manager from Charlie Cunningham-Reid, who will now lead JTI's Corporate Affairs & Communications department in the UK.

JTI started its business in Romania in 1993 (then known as R.J. Reynolds), and was one of the first multinational companies to establish in Romania. In 2012, JTI Romania invested €25 million in its Bucharest factory, which included the creation of more than 125 new jobs; the same year, the sale force grew by more than 50. Last year, JTI Romania saw the completion of its new headquarters in Bucharest; next to the factory, the 5,000 sq.m. building is on four levels, housing over 200 employees. In all, JTI Romania has around 1,000 people working in its manufacturing facility and in sales offices around the country; in 2015, for the second consecutive year, JTI Romania has been certified as a Top Employer because of its excellent working conditions for employees.

JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets world-renowned brands such as Camel, Winston and Mevius (Mild Seven). Other global brands include Benson & Hedges, Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and about 27,000 employees worldwide, JTI has operations in more than 120 countries. Its core revenue in the fiscal year ended December 31, 2014, was USD 11.9 billion. For more information, visit www.jti.com.