

COMMERCE

# Pernod Ricard promotes longtime exec to top regional post

November 29, 2023



Mr. McQuaid has been with the company since the 1990s, leading its subsidiaries and the group itself in various roles. Image credit: Pernod Ricard

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By LUXURY DAILY NEWS SERVICE

French wine and spirits group Pernod Ricard is moving an in-house leader into a top role.

Longtime executive Conor McQuaid will be the new CEO of North America, effective Jan. 1, 2024. Mr. McQuaid has been with Pernod Ricard for 25 years, most recently serving as the executive vice president of sustainability and responsibility, public affairs and corporate communications, and will now oversee the company's biggest market in place of Ann Mukherjee, the position's former occupant.

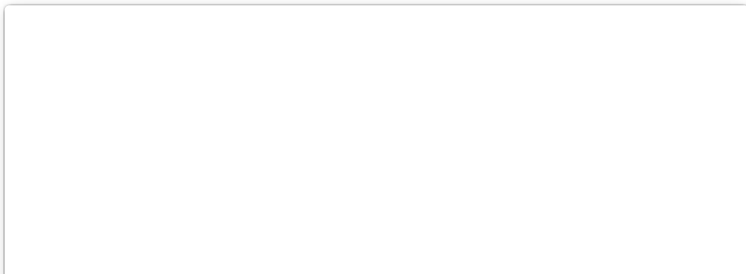
"The U.S. continues to be our number one market, and Conor brings a unique skill set from his 25 years at Pernod Ricard that is perfectly suited to continue our transformation in such a dynamic market," said Alexandre Ricard, chairman and CEO of **Pernod Ricard**, in a statement.

"He has a deep understanding of every aspect of our business and a proven record of execution," Mr. Ricard said. "His leadership and the instrumental role he played in the success of Jameson, particularly in the U.S., underscore his ability to further advance Pernod Ricard's ambitions in North America."

## Stepping up

Mr. McQuaid has worked to shape high-level business strategy at Pernod Ricard since first becoming a member of the executive committee in 2015.

Specializing in corporate functions, market and brand companies, he began working with the company's subsidiary Irish Distillers in 1998. There, he held several managerial roles including global brand development director, a promotion he stepped into in 2005.



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A post shared by Pernod Ricard (@pernodricard)

In 2011, Mr. McQuaid was named managing director of Pernod Ricard South Africa, three years later rising to the role of executive vice president of global business development at Pernod Ricard Group.

From 2018 to 2022, he returned to Irish Distillers as CEO and chairman before boomeranging back into the EVP slot at Pernod Ricard, charged with managing communications and environmental aspects of the brand.

As North America CEO, Mr. McQuaid will oversee the U.S. and Canada, and will be based out of New York. As the company just launched an American Whiskey Collective ([see story](#)), Mr. McQuaid will undoubtedly be busy.

"On behalf of the executive committee and all of us at Pernod Ricard, we would like to thank Ann for her significant contribution to our North America business and brands," said Mr. Ricard, in a statement.

"Ann leaves a strong foundation of achievements in the evolution of our portfolio strategy and brand marketing effectiveness across the North American market," he said. "We wish her the very best in her future endeavors."

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