

Diageo Global Travel and Middle East (GTME) has appointed Barbara Bajorat Regional Director for Europe at Diageo Global Travel & Middle East.

The company says her duties will include leading Diageo's 'ambitious growth strategy' for the travel retail sector in Europe and Russia.

Barbara Bajorat (38) was previously Global Customer Director responsible for the company's global business with top customers, including Tesco and Metro.

Prior to this, she worked as Sales Director for Diageo's US spirits business. She has also held leading sales and marketing positions at L'Oréal, Reckitt Benckiser and Maxxium before joining Diageo.