

**Ágnes Kovács becomes Chief Marketing & Innovation Officer and  
Chaichana Sinthuaeree assumes newly created CDO position at the  
Eckes-Granini Group**

**Nieder-Olm, February 1, 2021:** When Eckes-Granini Group CEO Tim Berger took office last August, he announced that in the future he would place a clear focus on innovation, consumer focus and digitalization, which are critical to success. With the expansion of its management team, the international group of companies is taking this objective into account.

**Ágnes Kovács succeeds José Martí Cos as CMO**

Ágnes Kovács (48) was already a member of the management team of Euro-pa's leading brand producer of juices and fruit beverages as General Manager of the Hungarian Eckes-Granini national subsidiary SIÓ-Eckes Kft. With the departure of José Martí Cos, who is leaving the company at his own request, she will now assume responsibility for Marketing & Innovation at the Eckes-Granini Group. In addition to strategic brand management, R&D and customer development, her responsibilities will in future also include innovation management and category & revenue growth management. Before joining Eckes-Granini, Kovács worked for MARS, Johnson & Johnson and Mondelēz International in leading marketing and sales roles across Europe.

In the newly created position of Chief Digital & Media Officer (CDO), Chaichana Sinthuaeree (41) will be responsible for the development of a Group-wide digital strategy at Eckes-Granini starting in February 2021, with a focus on the development of new digital sales channels along the customer journey and a consistent brand experience across all sales channels. A proven digital- and media strategist, Sinthuaeree spent the last 10 years at Ogilvy Germany, most recently as CEO of the WPP subsidiary, after working at Saatchi & Saatchi and Telefónica O2. There, he very successfully drove the company's transformation and initiated the concept of an integrated one-to-one communications strategy on the client side as well as the development of the brands' digital commerce.



In their roles, Kovács and Sinthuee will report to Eckes-Granini CEO Tim Berger. "I am very much looking forward to working closely with Ágnes and Chai, whose expertise will provide additional impetus to the digital transformation and innovative strength of the Eckes-Granini Group. The two of them share a high level of brand and market expertise as well as a great deal of experience and finger-tip feeling for successfully driving transformation processes forward," comments Tim Berger. "On behalf of the entire Eckes-Granini Group, I would like to express my sincere thanks to José for his excellent work over the past years. We wish him the very best for his future."

Further information about the Eckes-Granini Group can be found here:  
<https://www.eckes-granini.com>

**About the Eckes-Granini Group:**

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Euro-pa. For the independent family-owned company headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the focus is on committed and competent employees, strong brands in the areas of juices, fruit beverages and smoothies, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates mainly in Europe with its own national companies and strategic partners and generates annual sales of 921 million euros with a total of 1719 employees. The company's foundation is formed by the internationally renowned premium brands granini and Pago together with strong national and regional brands for juices and fruit beverages. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit beverages.

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