

Anne Scullion, Diageo, appointed Co-Chair of ECR Ireland

ECR Ireland is delighted to announce Anne Scullion, Channel Director for Take home trade in Diageo Ireland, has been appointed as its new supplier Co-Chair. Joining John Brennan (Tesco Ireland) as Co-Chair, Anne subsumes the role following Jim Cummins, Irish Distillers Pernod Ricard.

Anne Scullion, speaking on her appointment, said “On behalf of the team at Diageo Ireland, I am delighted to have this opportunity of working with ECR Ireland in an industry leadership role to advance how we can work better together. Encouraging better collaboration between trading partners is at the core of ECR and this is especially relevant right now as there are so many ways we can deal with the effects of the pandemic by collectively working better as an industry. While ECR is best known for its Shopper & Supply Chain Workstreams and more recently the ECR Shopper Insights & Trade Updates Webinars, I think there is an opportunity to collaborate further on topics that affect all of us, like Sustainability and Inclusion & Diversity. We will consult with the industry to see how best we can achieve this”.

Declan Carolan, General Manager, ECR Ireland and Co-Chair, ECR Community says “I am delighted that Anne and Diageo will play a leading role in ECR Ireland for the next three years. Diageo has been a pivotal member of ECR Ireland for many years and is passionate about creating a culture with inclusion and diversity at its heart and play a leading industry role in doing so. I really look forward to exciting times ahead with this focus area”. “I wish to offer extreme thanks and gratitude to Jim Cummins for his commitment to ECR Ireland as Co-Chair over the previous three years. Jim will remain as a Steering Group Member of ECR Ireland ensuring this group has a deep understanding of the principles of Efficient Consumer Response and how best to further collaboration within the Irish industry.”

Anne will join John as the new ECR Ireland Co-Chair Team. Anne & John are keen to add effective Sustainability and Inclusion & Diversity initiatives to the list of ECR activities and broaden the membership base of ECR in doing so.

Checkout all recent & upcoming ECR Ireland activities & events at www.ecrireland.ie/

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About ECR

ECR Ireland encourages long-term co-operation between trading partners to better serve the Irish consumer and drive costs out of the supply chain. It does this by developing industry best practices, promoting their adoption and providing education & guidance on key demand side & supply chain issues. It is committed to the implementation of ECR principles by Irish companies and is a not-for-profit organisation.