



CHARL BASSIL VICE PRESIDENT MARKETING ABSOLUT VODKA

As a South African farm boy with Lebanese roots, brought up in an ever-changing environment, Charl has developed a passion for culture and driving progressive change in a pursuit of building a better tomorrow. He thrives on entertaining and building communities where people feel they can belong.

His self-proclaimed title is 'brand farmer' - but with nearly two decades of experience in the spirits industry, Charl has become a true industry innovator and thought leader. Charl started his career with Procter & Gamble in South Africa before moving into business strategy consulting with Bain & Company in their London and Johannesburg offices. And after 11 years with SABMiller, he joined Pernod Ricard in 2013. Until 2018, Charl was also the Honorary Consul for Lebanon in Cape Town.

He currently holds the role as Vice President for Global Marketing for Absolut. Prior to joining the global marketing team, he was Marketing Director at Pernod Ricard South Africa with a proven track record of delivering successful turnaround and growth strategies.

Motivated by driving cultural change, with an ability to see the bigger picture and bring people together – Charl's current mission is to fuel a global movement that embodies the values of the Absolut brand.

His love for exploring new ground crosses over into the weekends, when he spends time with his wife and kids exploring the city by bicycle, discovering new food and capturing the world around him with his passion for photography.



The Absolut Company
Pernod Ricard