Electrolux Group announce changes to ANZ Marketing team

**The Electrolux Group ANZ has announced the appointment of Christina Kumcevski to the ANZ Leadership Team in the newly created role of Head of Marketing.**

The Head of Marketing role was created because of the separation of Consumer Marketing and Trade Operations, which follows the current European set-up, reporting into the Sales function. “We believe that this realignment will lead to increased efficiency, clearer communication channels, and the ability to leverage global best practices within our marketing initiatives”, says Kurt Hegvold, Managing Director ANZ.

“I want to congratulate Christina on her appointment to this role and welcome her to the leadership team.”

In the revised structure, the role of Director-Marketing ANZ, currently held by Richelle Barker will no longer exist.

Richelle was offered the newly created Head of Marketing CA-ANZ role. Having considered her own personal and career aspirations, she has declined the offer and opted to depart the business, effective late-May.

“I want to thank Richelle for her long dedication to not only the marketing team, but to the ANZ business generally and acknowledge the wonderful contribution she has made.”

“Richelle is thrilled to be leaving the marketing team in the extremely capable hands of Christina. They have worked together for many years with Christina having held the Director-Marketing role while Richelle was on parental leave.”

All quotes attributed to Kurt Hegvold – Managing Director – Electrolux Group ANZ