



## ► BUSINESS

# Duty Free Caribbean gets new manager

**THE YOUNG and energetic Kay Wiseman has been promoted to manager in charge of local advertising and media planning at Duty Free Caribbean.**

In this position, she is responsible for the creation and execution of all advertising and media buys for Cave Shepherd, Harrisons, Total Sport and Pages.

"I am pleased about this promotion and look forward to meeting the new challenges of this role," said Wiseman. "I hope to continuously improve the way our products are communicated and provide strategic input to our creative advertising campaigns."

Wiseman, a graduate of marketing management, already has to her credit a number of Total Sport "Totally Tight" and Cave Shepherd "Your Style, Your Way" advertising, promotional and sponsorship activities, including the development of catalogues for both Cave Shepherd and Harrisons.

She built up her marketing experience at Cave Shepherd as a marketing representative responsible for co-ordinating the company's promotions. From there she moved on to the parent company, Duty Free Caribbean, as marketing assistant responsible for co-ordinating the promotions of Cave Shepherd, Harrisons, Pages and Total Sport.

"Kay has over ten years' cumulative experience at Cave Shepherd and Duty Free Caribbean, and has developed a vast knowledge of our companies," said Peter Allan, chief executive officer of Duty Free Caribbean. "She is very well motivated and we look forward to her helping us to continually progress."



KAY WISEMAN

(GP)