

## Nicholas Penny



Nicholas Penny spent the first ten years of his working career in major drinks companies. His first role was in Moët Hennessy group in France where he was involved in PR activities for major global brands such as Moët & Chandon Champagne and Hennessy Cognac in France. Subsequently he joined the Guinness Group Plc in 1990 and worked in a series of sales and marketing roles on Guinness beer and Johnnie Walker whisky, such as sales and marketing manager for Czech Republic and finally International Marketing manager for Johnnie Walker brands. In 1999, following the merger of Guinness Group with Grand Metropolitan to form Diageo, Mr. Penny left to pursue fast moving, smaller scale projects.

First among these was the creation of a market leading brewing business in Romania. This company Brewery holdings Romania grew from just 500,000 HL in 1998 to over 2.4 million hectolitres in three years via acquisition and organic growth, and became the market leader in the Romanian beer Industry ahead of the major international companies. Other projects undertaken between 2000 and 2004 include mineral water, chocolate confectionary, bakeries, telecoms and distilling. In 2005 he moved back to London and spent a year working on major strategic consulting projects for companies such as South African Breweries, Coca Cola International, Jim Beam and William Grants

In July 2006 Mr. Penny took over as Director of Banjalučka pivara a.d.