

MarketingWeek

Krispy Kreme appoints marketing manager

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Krispy Kreme, the doughnut maker, has appointed Simon Fisher as channel sales and marketing manager. He takes over the role immediately.

Fisher, who joins from retailer Spar, will be responsible for developing and implementing marketing programmes across the company's various sales channels, as well as identifying new sales opportunities. He will report to Krispy Kreme marketing director Judith Denby.

During his tenure as marketing controller at Spar, he was responsible for through-the-line communications, including point of sale, TV and radio, press, PR and promotional activity. He also created and managed a number of projects, including the launch and roll-out of in-store radio station Spar Live.

Prior to joining Spar, he worked in event management, including sales conferences, product launches, AGMs and video production.

In October, Krispy Kreme appointed design agency CADA as part of plans to localise the brand for British consumers. It was briefed to work on a series of poster and postcard ads and to develop a consistent feel for the brand.