



Appointment release

## AJE Strengthens its Team with Key Appointments in Thailand

*Soren Lauridsen and Panuwat Tang-Ngam, have been appointed to the positions of Managing Director and Marketing Manager of AJEThai, respectively*

**Bangkok, 16 November 2015** - AJE, one of the world's largest multinational beverage companies, has announced two senior executive appointments in Thailand. These appointments mark the company's commitment to continue to further its market footprint, as well as its growth and development in the international beverage market. The breadth of experience and leadership strengths of these executives adds ever more depth to AJE's management team, as they play significant roles in the future of the company.

**Soren Lauridsen** has joined AJE as its new Managing Director for Thailand. Prior to joining AJE, he was at Carlsberg for more than 10 years where he held senior leadership roles including Regional CEO of South Asia, also based in Bangkok, and Managing Director for Carlsberg India. He also held senior positions with Carlsberg in Laos and Poland.

AJE Thai also announced the appointment of **Panuwat Tang-Ngam** as the new Marketing Manager for AJE Thai. Before joining AJE Thai, Panuwat spent a decade ten years at the Coca-Cola Company (Thailand) Ltd., where he was responsible for strategic branding and the integrated marketing communication plan for the Coca-Cola Trademark.



*Soren Lauridsen, Managing Director of AJEThai Co., Ltd.*



*Panuwat Tang-Ngam, Marketing Manager for AJEThai Co., Ltd.*

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## **About AJE**

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America, Asia and Africa, and with 15,000 direct and indirect employees. AJE is the 4<sup>th</sup> largest soft drinks company in sales volume and the 3<sup>rd</sup> largest producer of carbonated soft drinks in those markets where it operates (source: *Canadean Annual Soft Drinks - Wisdom - 2013*). With a strong commitment to "democratizing consumption," AJE provides access to high-quality products to new consumer groups in the emerging world. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade, Volt, Cool Tea and BIG Fresh in the categories of water and juices, as well as hydrating and energy drinks, ready to drink teas and carbonated soft drinks. For more information, please visit: [www.ajegroup.com](http://www.ajegroup.com) / [www.facebook.com/global.bigcola](https://www.facebook.com/global.bigcola) / <http://www.big-cola.com/>

### **BIG Cola contact persons for media inquiries:**

**Ramon Jiamkanokchai / Primmak Permpatra**

Total Quality PR (Thailand) Co., Ltd.

02 260 5820 ext. 121 / 120

[ramon@tqpr.com](mailto:ramon@tqpr.com) / [primm@tqpr.com](mailto:primm@tqpr.com)