



PAUL SKEHAN RETURNS TO SPIRITSEUROPE AS DIRECTOR GENERAL



Paul Skehan returning spiritsEUROPE Director General

Brussels, 12 October 2026 – spiritsEUROPE is pleased to announce the appointment of **Paul Skehan as its new Director General**, marking his return to the organisation he previously led from 2011 to 2017.

Paul has a strong track record in both Brussels and the sector, bringing extensive experience in European and global public policy, government affairs and communications, as well as a deep knowledge of the European spirits sector and the policy environment in which it operates. He most recently served as Vice President of EU Affairs at PepsiCo, further expanding his skill set and gaining extensive, strategic experience within a multinational business.

He returns to spiritsEUROPE at an important moment for the sector, as European businesses navigate a rapidly changing political and economic landscape shaped by competitiveness, international trade, changing consumer expectations, sustainability and the debate around responsible alcohol consumption.

Patrick Piana, President of spiritsEUROPE, said:

“We are delighted to welcome Paul back to spiritsEUROPE. He combines a unique blend of sector knowledge, association leadership and in-house corporate experience. At a time of considerable change for Europe and for our industry, Paul’s experience, judgement and understanding of both

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the political landscape and the business environment will be tremendous assets to spiritsEUROPE and our members.”

“I would also like to express our sincere thanks to Mark Titterington for his leadership, commitment and contribution to spiritsEUROPE. He leaves the organisation with strong foundations for the future, and, on behalf of our members, I wish him every success in his next chapter.”

Paul Skehan said:

“I am delighted to return to spiritsEUROPE and to a sector that I know well and loved working for. The world - and our sector - has changed considerably since I was last here. What has not changed is the extraordinary heritage, entrepreneurship and global success of European spirits, and the passion of the people behind them.”

“This is an important moment for our industry. Rooted in European agriculture and communities, and with products enjoyed around the world, European spirits have a real contribution to make to Europe’s competitiveness, trade and growth agenda. We also have an important responsibility to promote responsible consumption and help address harmful drinking. I look forward to working with the spiritsEUROPE team and our members to ensure our sector remains a constructive and confident voice in Europe - and has the right conditions to thrive.”

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NOTE TO EDITORS

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spiritsEUROPE (www.spirits.eu) represents the interests of the spirits sector in 31 national associations as well as of the 11 leading multinational companies. Distilled spirits are as diverse as the EU’s Member States, spanning 44 product categories and including a host of geographically specific products that contribute to the culture of their regions and the European Union. As the leading voice of the European spirits sector, we seek to maintain and advance the freedom to produce and market spirits in a responsible way.