

James Wynn-Williams

SALES MANAGER, ASIA PACIFIC

James leads the rapid growth of ecoSPIRITS across the region where the technology was originally launched in 2018. He works closely with our Climate Partners and Licensed Operators across Asia Pacific, assisting strategic customers, brand owners, distributors, wholesalers, hospitality operators and retailers to reduce their environmental footprint through a transition to Intelligent Circular™ packaging technology.

Drawing on a long career across front line hospitality operations and liquor distribution and supply in the United Kingdom, Australia and New Zealand, James is passionate about establishing and developing key customer relationships across the industry.

Most recently, James was the Australian Sales Manager for Proof & Company, one of Asia Pacific's leading independent spirits distributors and the licensed operator for the ecoSPIRITS technology in Australia. In this role, he led a national sales team calling on more than 1,000 on-premise customers across 5 states and built the ecoSPIRITS closed loop network in Australia from launch to more than 300 active accounts. Growing up in New Zealand with a love for being outdoors, sustainability and caring for the environment is a passion for James.

ecoSPIRITS™

BIO

With close to 20 years experience across the hospitality and liquor industry, James has achieved global recognition as a bartender and operations manager across venues such as Trailer Happiness and All Star Lanes in the United Kingdom. He also worked as a Brand Ambassador for Bacardi Martini before moving into account management and sales leadership in liquor distribution for Proof & Company.

