

Iain McPherson

SALES DIRECTOR, EMEA

As Sales Director, Europe, Iain oversees ecoSPIRITS' rapid expansion in the region, working closely with our Licensed Operators and Climate Partners to grow closed loop service across the continent. In this role, Iain leads development of existing ecoSPIRITS markets in Europe, as well as the identification and onboarding of new market partnership. He is also responsible for strategic customer relationships in the region, comprised of some of the world's largest brand, distribution and hospitality customers. Like many ecoSPIRITS team members, sustainability is a personal passion for Iain. He acts as one of ecoSPIRITS' leading advocates for the circular economy and decarbonisation with trade, industry and government bodies.

Prior to joining ecoSPIRITS, Iain was most recently Regional Managing Director of Matthew Clark, Scotland, the United Kingdom's largest wholesaler. In this role, he was responsible for leading a GBP 100m Scottish business, overseeing a team of 130 serving over 2,500 of on-premise customers. Prior to his lengthy career with Matthew Clark, Iain held roles in wine and beer sales and business development with WaverlyTBS and Scottish & Newcastle. He has extensive experience in spirits, wine and beer sales, distribution operations and brand management.

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BIO

Iain holds a Bachelors Degree with Honours in Business Studies & Management Science from Glasgow Caledonian University. He also holds a level 4 diploma from the Wine & Spirits Education Trust and has served as a board member with a variety of charitable organisations, including The Scottish Licensed Benevolent Society.

