

05/03/2024

PRESS RELEASE

ecoSPIRITS Welcomes SVP and Bolsters Customer Resources for the Circular Economy Transition



London 05 March 2024 – ecoSPIRITS has welcomed a new global head of sales and customer success, while also making a number of other appointments to bolster its customer support resourcing. James Doyle has joined the company in the role of Senior Vice President, Sales & Customer Success. Marco Lam has also been appointed to the role of Vice President, Value Engineering, overseeing a new internal consulting team supporting customers with a range of commercial planning, financial analysis and circular economy expertise. The new resources come as ecoSPIRITS works more closely with a growing base of global customers on the complex circular economy transition in premium spirits and wine.

ecoSPIRITS' new customer success team, which is responsible for sales, account management and project management, is based in London, with regional teams in Asia Pacific and North America. Led by James Doyle, the new team is supporting ecoSPIRITS' brand, distributor and outlet partners around the world as

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they integrate ecoSPIRITS' circular packaging technologies – ecoPLANT, ecoTOTE, SmartPour, SmartKiosk and CircularONE – into their local, regional and global supply chains.

James Doyle joins as Senior Vice President, Sales & Customer Success. He brings more than 20 years' worth of experience in working with technology businesses on a global basis and played a leading role in building the EMEA Enterprise business at TATA Communications followed by Senior Sale Leadership roles in start up software companies, such as SightCall and CareAR. He has extensive experience in sales leadership roles. At ecoSPIRITS, he is responsible for overseeing the company's worldwide portfolio of customer relationships. Working closely with ecoSPIRITS CEO, Paul Gabie, and the executive leadership team, Doyle's mandate is to build and manage high performing sales, account and project management teams.

James Doyle, Senior Vice President, Sales & Customer Success, ecoSPIRITS, said: "ecoSPIRITS has grown at pace since the business was founded in 2018 and we are now in the process of scaling globally. I am delighted to be joining at this important stage of growth for the business and can't wait to celebrate more circular economy successes with our customers in 2024 and beyond."

ecoSPIRITS has also launched an internal consulting team dedicated to value engineering, with a focus on refining circular packaging economics, enhancing their cost-effectiveness and maximising commercial value to customers and partners. The new team works particularly closely with ecoSPIRITS' largest customers. This team is led by Marco Lam in his new role as Vice President, Value Engineering.

Marco Lam, Vice President, Value Engineering, ecoSPIRITS, said: "Value engineering is a great asset for our customers because it is a process that can help solve problems, reduce costs and ensure a project is completed within a budget, while also maintaining financial performance along the way."

Paul Gabie, CEO, ecoSPIRITS, said: "I am delighted to welcome James to ecoSPIRITS and congratulate Marco on his new appointment. The linear to circular transition is both incredibly rewarding, delivering dramatic sustainability outcomes, and also exceedingly complex at the same time. This is why we are bringing together such a broad range of expertise and resources."

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About ecoSPIRITS

ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste distribution technology for premium spirits and wine. Our patent-pending closed loop system nearly eliminates all packaging waste in the supply chain. By dramatically reducing packaging and transport, ecoSPIRITS provides a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 27 countries across Asia Pacific, Europe and the Americas. Nearly 3,000 leading bars, restaurants, hotels and retailers have adopted the technology, including Michelin-starred restaurants, World's 50 Best and Asia's 50 Best bars and iconic hotels. ecoSPIRITS is now rapidly building a global network of closed loop service, with coverage to grow in 2024. Together with our brand partners, importers, distributors, wholesalers, venues, and retailers, we are already making a difference. Each year, ecoSPIRITS and our partners are eliminating hundreds of tons of single use glass waste, planting tens of thousands of trees, and inspiring others to change.

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