

# Sarah Hickey

**IJCC Position: Director**

**From: Killarney, Ireland**

**Industry: Spirits Industry**

## **About:**

Following my graduation from University College Cork in 2008, I arrived in Fukushima on the JET Programme aiming primarily to promote grassroots internationalization and to help build the bridge between Ireland and Japan.

Since 2012, I have been residing in Tokyo working in marketing firstly for Pernod Ricard and then Bacardi. In 2018 I joined Japan's leading premium spirits import company, Whisk-e as their Marketing Manager. My main role is to lead a team to develop brands to grow in the Japanese market by creating solid business plans which ensure that all activation's across the line are aligned with the brands strategy, budget and business goals. In addition I am working alongside the top management in developing the organization's vision, mission, strategic planning goals, brand portfolio and human resources.

At the IJCC, I plan to use my current networking skills to raise awareness for ongoing and future activities of the chamber, create engaging interactive content for social media, improve brand materials, also utilize my experience to enhance events ensuring they are executed to the highest quality from content, entertainment to social bonding while always encouraging the use of sustainable food and beverages.

