

# Sarah Hickey

**IJCC Position: Director**

**From: Killarney, Ireland**

**Industry: Spirits Industry**

## **About:**

I have been working in the drinks industry as a brand marketer for 10 years, firstly for Pernod Ricard, then Bacardi and since 2018 I have been leading the marketing department at Whisk-e.

I first joined the IJCC in 2020 as a director, and now as Vice President I am focused on developing a long-term strategy which is aligned with the needs of our members. I also aim to raise the awareness of Ireland as a world class supplier of sustainable, high-quality food and beverages. If you are interested in getting involved in our food, beverage, and hospitality committee, please get in touch.

