

Philip Morris South Africa names new MD

Philip Morris International (PMI) has appointed Branislav Bibic as its new managing director in South Africa, replacing the outgoing Marcelo Nico who has taken over the leadership role at PMI in Portugal. Bibic has extensive international experience in the industry and spearheaded PMI's transformation in Romania resulting in the accelerated growth of the company's heated tobacco product, IQOS, in the market.

Bibic previously held the role of global director of corporate affairs for the company's duty-free business. He joined Philip Morris in 2007 and progressed through various key positions across Central Europe and was appointed general manager in Croatia in 2012. He also holds a master's degree in business administration from the University of Oxford.

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