



Creative Instore Solutions appoint Group CEO, Deane Hubball

Global point-of-purchase design and merchandise company Creative Instore Solutions (CIS) has appointed Deane Hubball to the role of Group CEO.

Deane joins CIS from AB Food & Beverages (Twinings) where he held the position of Sales Director for Australasia and General Manager for New Zealand for the past eight years.

Deane will be expanding on the success of international operations to date, managing a global market review and leveraging his 20-years'

experience across FMCG to drive the CIS team to the next exciting stage.

"Deane will be driving the CIS business from a brand perspective, bundling product and seeking 'world best' store counter, design and retail solutions," MD of Creative Instore Solutions Steve Howell said.

"CIS is committed to 'return on retail space' and Deane will be delivering this to clients through every step of the point-of-purchase value chain." **CW**