

# BAT announces overhaul of its organisational and management structures

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Tobacco firm British American Tobacco (BAT) said on Thursday it had overhauled its organisational and management structures following the successful acquisition of Reynolds America.



Josef Kube via [Wikimedia](#)

The company has now created three regions to encompass activities, with sub-Saharan Africa now paired with the Americas.

The new structure would enable better, more integrated resource allocation and decision making across geographies and categories, BAT said.

Jack Bowles, regional director, Asia-Pacific, would be appointed to the newly created role of chief operating officer for the international business, excluding US, BAT said in a statement. This would take effect on 1 October.

Ricardo Oberlander, regional director for the Americas, would lead the Americas and sub-Saharan Africa region. Tadeu Marroco, regional director, Western Europe, would be appointed director for Europe and North Africa. Johan Vandermeulen, regional director for Eastern Europe, Middle East and Africa, would be appointed director for Asia-Pacific

and the Middle East.

The tobacco firm has come under pressure recently, after news in August that UK authorities would investigate allegations of misconduct made against BAT over its African activities. That news came after the US Food and Drug Administration said it was considering regulating the level of nicotine in cigarettes to nonaddictive levels.



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In mid-morning trade the company's share price was down 0.11% to R800.33. The company has lost 16.03% in the past three months, but remains up 2.91% so far this year.

*Source: BDpro*

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