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## Creative Instore Solutions appoints Group CEO



▼ Deane Hubball, Group CEO.

Global point-of-purchase design and merchandise company Creative Instore Solutions (CIS) has appointed Deane Hubball to the role of Group CEO. CIS, winner of more than 40 international and ANZ POPAI awards, has offices in China, the US, UK and Australia; and work with clients including Red Bull GmbH, PepsiCo, Smith's Snack Food Co, Cadbury Schweppes, Woolworths, Microsoft, Twinings Tea, Lenovo and Garmin.

Mr Hubball 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. 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," Steve Howell, MD, Creative Instore Solutions, said.

Mr Hubball 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. His proven sales performance and strong communication and relationship skills are some of the key drivers behind his appointment. ■