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Pernod Ricard Appoints Mauve Croizat as Executive Vice President, Finance & Tech

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Mauve Croizat will assume the position of Group Deputy CFO effective August 24, 2026 and will work closely with HÃ©lÃ¨ne de Tissot throughout the handover period



Pernod Ricard today announces the appointment of Mauve Croizat as Executive Vice President, Finance & Tech, effective October 1, 2026. She will join the Executive Committee and report to Alexandre Ricard, Chairman and Chief Executive Officer. She succeeds Hélène de Tissot, who has decided to pursue a new professional opportunity, following a distinguished 23-year career with Pernod Ricard.

During her near 20-year international career with Pernod Ricard, Mauve has held senior leadership positions across Finance (Treasury, FP&A), Business Development, and General Management in France, the United States and Sweden. Most recently, she has led the deployment of the Group's global transformation programme, following successive leadership positions including Vice President Finance & Administration at The Absolut Company and Chief Executive Officer of Pernod Ricard Sweden and Northern Europe. Combining extensive operational experience, international leadership and an in-depth knowledge of the Group, Mauve is uniquely positioned to lead the Group’s Finance & Tech function.

To ensure a seamless transition, Mauve Croizat will assume the position of Group Deputy CFO effective August 24, 2026 and will work closely with Hélène de Tissot throughout the handover period.

After 23 years with Pernod Ricard, including the past eight years as Executive Vice President, Finance & Tech and member of the Executive Committee, Hélène de Tissot has decided to pursue a new professional opportunity as Global Chief Financial Officer of Chanel. She will leave the Group on September 30, 2026. During her career with Pernod Ricard, Hélène held a number of senior leadership positions and played a key role in strengthening the Group's Finance & Tech organisation, contributing significantly to its long-term development.