

ABOUT MIRANDA DICKSON



Miranda's illustrious career spans both operational expertise and an innate understanding of the spirit's market. With a decade of experience at the helm of renowned UK establishments, she excelled in driving impactful beverage programs, shaping marketing strategies, overseeing brand design, and spearheading procurement.

Fueled by her insatiable curiosity and deep-rooted passion for the industry, Miranda embarked on a remarkable journey with Pernod Ricard. Within the organization, she navigated diverse brands and assumed various leadership roles, including global brand marketing, advocacy, brand experience, creative direction, and new product development. Notably, her influence was instrumental in shaping the success of iconic names such as Absolut Vodka and the luxury challenger, Absolut Elyx.

Miranda's professional sojourn also took her across the Atlantic, where she lived in the US for seven years. During this time, she orchestrated the global launch of Elyx, with a particular focus on the highly influential American market.

Through a trade-forward approach, she established a distinct visual brand identity, crafted captivating drink rituals, curated a lifestyle boutique, implemented disruptive strategies, and revolutionized brand advocacy and engagement by leveraging the power of social and earned media. As a result, Elyx garnered unprecedented media impressions among all Pernod spirits brands for three consecutive years, achieving remarkable volume growth while maintaining its enviable velocity.

Under Miranda's visionary guidance, Absolut launched superlative brand homes in Los Angeles, New York City, and Sweden, epitomizing the pinnacle of luxury and innovation. Additionally, she orchestrated captivating pop-up experiences in key cities and cultivated invaluable brand partnerships with illustrious venues and celebrities, solidifying the brands' status as a true icon on the global stage.

Since her departure from the group in 2021, Miranda has continued to make her mark as a brand consultant, lending her expertise to compelling brand development projects that captivate and inspire.