



Michiel Reerink

Education

BA in Physics, Masters in Law

Professional

- 1996 –2001 Association of the Dutch fine-cut tobacco Industry VNK, The Hague Netherlands
- Representation of interests of Dutch and European fine-cut tobacco industry interest in The Hague and Brussels, covering a range of issues including excise, product regulation and labelling. Representation of interests in the European Parliament during the co-decision procedure of the first Tobacco Product Directive
- 2001-2004 Head of Corporate Affairs, Imperial Tobacco Netherlands
- Responsibility for Imperial Tobacco Netherlands' corporate, legal and public affairs.
Speaking on behalf of Imperial Tobacco at the European Parliament's JURI Committee hearing on the Tobacco Advertising Directive
- 2004-2010 Senior Public & Political Affairs Manager Imperial Tobacco Group, Brussels and Bristol, UK
- Representing Imperial Tobacco's EU interests vis-à-vis EU stakeholders, on a wide range of issues including excise, product regulation, public place smoking, etc.
- Member of the Board, European Smoking Tobacco Association, Brussels
- 2010-current Vice President Global Regulatory Strategy, JT International, Geneva Switzerland
- Responsibility for regulatory issues including labelling and packaging aspects.
Member of the Board, CECCM, Brussels –
Chairman of CECCM in 2011