
Meet Martin

Miller

Chief Commercial Officer, Plxsur



As someone who has been involved in the RRP industry for over a decade, what do you say to people who are sceptical about the category?

For me, it's always been very simple: there are over 1 billion smokers in the world and a material proportion of them want to change their relationship with nicotine. Smoking is a problem on a global scale, and as an industry we're primed to address it. I'm passionate about positive behaviour change, and that's ultimately what led me to Plxsur. As a business, we're all about helping smokers understand the reduced risk alternatives available and equipping them with the knowledge and support they need to make the switch.

How did you get involved in RRP? Talk us through your experience in the sector.

I've been working in the RRP category in various roles for 12 years now, which is relatively unheard of! My journey started as part of the pathfinder team at BAT in 2012 that launched Vype (now Vuse) in the UK, which was the first time David, Nigel and I had all worked together. It was during this time that my entrepreneurial curiosity was sparked by some of the amazing operators I met in those early days of the UK vaping category. As a blue-chip trained FMCG executive, I saw opportunities to take best-in-class learnings into this new and growing sector; I've not looked back since.

I've worked in a number of business improvement, commercial and M&A roles for a whole host of different companies: a leading online operator; a start-up that sold a minority share to a tobacco major; a Chinese vaping brand; a leading Middle East organisation; and even a FTSE listed cannabis company. This range of experience, across markets, has proved invaluable in my engagements with Plxsur's portfolio companies to date.

Can you describe how you got started at Plxsur?

It always felt somewhat inevitable that David, Nigel, and I would end up working together again and I was delighted when they asked me to join them on the Plxsur journey to lead its commercial agenda. What makes the Plxsur team so special is our diversity of skills and capability: from my end, that's in the form of considerable category experience, and a background in both corporate and entrepreneurial roles. I've worked with several founder-led companies, helping to implement often complex business improvements.



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What do you do for the company on a day-to-day basis?

I lead Plxsur's growth agenda through direct management of its portfolio companies. In practice, that means assisting in the selection process and the onboarding of those companies, alongside supporting their sales and marketing capabilities after they join Plxsur. It's an incredibly varied role with the opportunity to work across markets: enhancing key account capability, insight capabilities, and refining approaches to marketing and category management. At its core, it's about fostering a network and culture of best practice across the group, building on Plxsur's platform of responsibility, which is incredibly fulfilling.

What does 'shape the future of vaping' mean to you?

For me, shaping the future of vaping means thinking globally, establishing our voice, and having best-in-class capability. Plxsur is influential in each of the 12 markets in which it operates, and our voice is becoming louder every day. This comes hand in hand with our drive to professionalise the sector; every day we are earning the right to shape the category, and the ultimate ambition is to be seen in the same light as global FMCG organisations.

Where is it that you think Plxsur is acting differently and making the most significant impact?

Having worked in the category for 12 years, I'm certain that vaping will become a major contributor to the global nicotine industry. We at Plxsur are focused on empowering and educating consumers and enabling behaviour change, from smoking to RRP alternatives, and have a bold objective of achieving 20% market share within 5 years. Our core growth drivers are education, responsibility and regulation, and it is through these that we are making the most significant impact on the category.

In the longer term, our passion for professionalising the vaping sector is ultimately where Plxsur will have the most significant impact. We're striving to improve the perception of the industry at every level, in everything we do. Whether we're communicating to media, regulators, policymakers, or to our own customers and consumers, we hold ourselves to global standards, and are leading the way in doing so.



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