

# I TRAVEL MARKETS Vol. 19-38 NSIDER

### Bacardi Wows MIA travelers with fun-filled Dewar's Whisky Emporium

Bacardi Global Travel Retail is wowing passengers at Miami International Airport with a creative eye-catching month-long John Dewar & Sons Fine Scotch Whisky Emporium. The activation is designed to engage consumers traveling through the United States' gateway to Latin America and the Caribbean, whether or not they can buy in the duty free store.

The 10 ft by 10 ft space features a tasting bar, whisky pong, whisky vaporizers, and temporary tattoos, and is the largest activation Bacardi has developed for Dewar's in Americas travel retail.

Rosie Hathorn, Senior Customer Marketing Manager Americas, Bacardi Global Travel Retail, tells *TMI* the goal of the activation is to introduce consumers to the brand by engaging them at all the different touch points in the activation, not just through sampling.

"We engage with them with whisky pong. We have a temporary tattoo parlour with a fun-filled state-of-the-art photo booth. For people who don't wish to sample we have the vaporizing unit where they press a button and the aroma of the whisky is emitted. The main objective is for shoppers not just to engage with the brand, but to learn how to love the brand," she says.

"The structure is built to tell the story. Each of the malt gondolas has pipes connecting to a center unit. The story is our Double Aging-- we age, we blend and then we age again. All of our malts and



blends have an age statement on them. We want to drive home the message of Double Aged for Smoothness."

Once travelers are attracted to the Dewar's Fine Scotch Whisky Emporium space, they are spending an average of ten to fifteen minutes engaging with the brand, she says.

Travelers are able to try six different variants: Dewar's 12 YO, Dewar's 15 YO, Dewar's 18 YO, Aberfeldy 12 YO, Aultmore 12 YO, and Craigelachie 13 YO.

A key aspect of the MIA activation is that sampling is available to both international and domestic passengers, even though domestic passengers may not purchase it duty free in the airport.

"We have three promoters working the space at all times. When a consumer is interested in purchasing a promoter walks them to the Duty Free Americas store. The same six variants are also being sampled inside the nearby DFA stores."

Americas, Bacardi Global Travel

Geoff Biggs, Regional Director

Retail explains how the campaign epitomizes the company's whisky strategy across the Americas: "Bacardi is firmly committed to offering whisky consumers the quality and refinement that comes with age, with a diverse portfolio of 100% aged stock across all single malts and Dewar's blends. "As consumers in many Latin American and Caribbean markets become more knowledgeable in their whisky choices, they are increasingly opting for the intrinsic benefits of age, resulting in unprecedented double-digit growth for Dewar's - led by Dewar's 15 Years Old - and significant increase in demand for our single malts, where we now offer a portfolio of five single malt brands.

"Here at Miami International Airport, we are keen to build on that regional success and leverage the incremental impact of an amazing shopper engagement campaign, led by high quality advocacy and with creative touches bringing the Dewar's personality to life in new, unusual and memorable ways.

Continued on page 3.





### HANAMI

A joyous pairing of organic tart cherries, flowers and green tea



Global TR contact: Zack Boiko, zboiko@Actium.us; Latam-and Caribbean TR: Daniel Bras, dbras@actium.us





# Luxottica and Duty Free Americas develop standalone sunglasses boutique concept at Punta Cana International Airport

Eyewear leader Luxottica Group and Duty Free Americas have partnered to develop a new stand-alone Sunglasses boutique at Punta Cana International Airport's Terminal A, Dominican Republic.

This cutting-edge store – which was custom-designed for the location – is the first stand-alone space for the sunglasses category operated by DFA. Built on sunglasses category management principles, the boutique places renewed emphasis on an optimized product assortment and enhanced shopper engagement.

Punta Cana International Airport - with over 7.3 million passengers passing through it in 2017 - is the busiest and fastest growing airport in the Caribbean, with the airport owner and operator, Corporación Aeroportuaria del Este, targeting 10 million passengers by 2020. The new 100 sqm multi-brand sunglasses boutique was created as part of the second-phase of a major refurbishment of DFA's retail footprint at the airport.

Opened in Q1 2018, the store carries 23 brands with space for more than 1,300 individual SKUs, while also featuring a shop-in-shop dedicated to the region's leading brands, Ray-Ban and Oakley.

With an inviting, premium look and feel, the store features a highly visible video wall at the entrance, while an adjacent dedicated promotional space encourages passengers to discover the latest models from featured brands. Other highlights include a dedicated Polarized zone and an eye-catching Kids zone. A "style bar" provides a comfortable space for passengers to try on sunglasses assisted by a team of four dedicated sunglasses-specialists from DFA's staff.



Alessandro Pozzi, Global Channels Director at Luxottica comments: "This stunning new store at Punta Cana airport delivers a first-class retail space and big step forward in the shopping experience. As a major destination for international holiday-makers and with major investment in the airport infrastructure, Punta Cana has huge potential for sunglasses sales, and we hope to maximize that potential with this initiative.

"Based on the most recent performance, this new store is trending towards becoming DFA Group's best-performing space for our category," says Pozzi.

Leon Falic, President of Duty Free Americas comments: "Our vision was to create the 'ideal sunglasses store,' using all of Luxottica's know-how and best practices and the power of the Ray-Ban brand to take the category to new heights. Early results have been extremely positive, and we look forward to driving continued growth in this vibrant and dynamic product category."

### Costa Cruises floats out Costa Venezia, its first custom-built ship for China

Costa Venezia, Costa's first ship designed and built specifically for the China market, was floated out to sea for the first time on June 22. The ceremony was held at Fincantieri shipyard in Monfalcone, Italy, where the ship is being built.

Costa Venezia will enter service in March 2019. With a capacity of more than 5,100 guests, it is Costa's largest ship operating homeport cruises from China, a market Costa has been serving since 2006.

The *Costa Venezia* marks a new milestone for the Italian company, one of the brands of Carnival Corp.

### **Commitment to Chinese market**

"As our first ship built specifically for the Chinese market, *Costa Venezia* marks a new era not just for Costa Cruises and Fincantieri, but for the Chinese cruise industry as a whole," said Mario Zanetti, president of Costa Group Asia.

"From its initial conception all the way through to today's floatout ceremony and beyond, everything about *Costa Venezia* has been designed with the Chinese consumer in mind. *Costa Venezia* will continue to deliver on Costa
Cruises authentic Italian experience while also providing a unique vacation experience that will resonate with Chinese guests by being fully tailored to their travel preferences."

The Costa Venezia, together with its sister ship, strengthens Costa's commitment in an emerging market, said Luigi Matarazzo, Fincantieri Executive Vice President New Building - Merchant Ships Business Unit.

Designed with the specific leisure and entertainment requirements for Chinese guests, *Costa Venezia* will bring Venetian and Italian culture to life.

The ship's theater is inspired by the Venetian "La Fenice" theatre, the main atrium will recall "Piazza San Marco" and restaurants will be dedicated to the typical architecture of Venetian alleys.

Costa Venezia will also feature original "gondolas" made by local artisans and a masked party will recreate the famous Carnival of Venice.

The ship will offer fine Italian dining, luxury Italian shopping (under retail concessionaire Starboard), and home comforts such as a range of Chinese cuisines and Chinese-style karaoke and a "Golden Party" with lots of gifts.

Before arriving to China next May, *Costa Venezia* will sail two cruises departing from the Italian port of Trieste. On March 3, 2019, it cruises to Greece and Croatia, followed on March 8 by a 53-day inaugural cruise that sails through the Mediterranean, the Middle East, Southeast and East Asia, before arriving at Tokyo.

These will be the only departures available for European and American guests on the new ship. From May 18, 2019, *Costa Venezia* will be dedicated to Chinese guests, homeporting in Shanghai.

Costa Venezia's sister ship will launch in 2020, one of seven new ships Costa has on order by 2023. Costa Venezia will be followed by Costa Smeralda, the new flagship of Costa Cruises, scheduled for delivery in October 2019.





### Celebrity Cruises unveils design of revolutionary new Terminal at Port Everglades

Designed to leave guests in awe, Celebrity Cruises has unveiled the line's first brand-designed cruise terminal, Terminal 25 (T25), located at Port Everglades in Hollywood, Fla.

Designed to complement the sophistication of the terminal's future resident – the new ship, *Celebrity Edge* – T25 features cutting-edge technology and a sleek design, crafted to create the ultimate guest experience.

Designed in collaboration with Broward County's Port Everglades and architectural firm Bermello Ajamil & Partners, Inc., T25 melds a warm design with unique technology, such as Frictionless Arrival, which will make the check-in process seamless, and an interactive light wall art installation.

T25 will also offer Suite Class guests an exclusive lounge, elevator lobbies, screening areas and a private rooftop terrace. "When designing the revolutionary *Celebrity Edge*, we knew we

wanted to design a terminal that perfectly complemented the ship and matched its one-of-a-kind experience," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. She said this presented the brand with the opportunity to set a standard in design and create the perfect guest experience.

T25 is the largest financial investment that Port Everglades has ever made in a cruise terminal.

T25 replaces two smaller and outdated cruise terminals with an innovative facility that is inspired by the futuristic design of *Celebrity Edge* and can accommodate some of the world's largest cruise ships.

T25 also features a 1,463 sq. ft. GKD Mediamesh that will wrap the terminal's exterior, juxtaposing the more than 18,000 sq. ft. of outward facing glass, and the first purpose-built crew lounge of any Royal Caribbean Cruises Ltd. terminal. This crew lounge will have complimentary Wi-Fi connectivity, TV access, optimized stor-



age, quiet places for employees and more.

Scheduled for completion in late October 2018, T25 will be the new home to many Celebrity ships during their winter deployment, including *Celebrity Edge*, *Celebrity Infinity*, *Celebrity Reflection* and *Celebrity Silhouette*. Along with these ships, the terminal will be LEED certified and able to accommodate up to a 1,150-footlong ship. When Celebrity is not

using T25 the facility will be open to other cruise lines.

Currently, Port Everglades welcomes on average of approximately 335,000 Celebrity guests annually, representing about 9% of its overall passenger traffic. Once the new cruise terminal is completed, it is anticipated that Celebrity will generate nearly 500,000 travelers at Port Everglades – representing 14 % of the port's projected passenger traffic.

### AT THE POINT OF SALE

### Bacardi Wows MIA travelers with fun-filled Dewar's Whisky Emporium

Continued from page 1.

"Our partnership with Duty Free Americas is rooted in a shared commitment to bringing excitement and innovation to the whisky category. We are convinced that the most powerful purchase motivator is the discovery of something new combined with the confidence of great quality," said Biggs.

Jonathan Bonchick, VP / Buying and Merchandising, Duty Free Americas Inc adds: "We are always excited by opportunities to innovate the retail experience for DFA customers and this Dewar's campaign ticks all the boxes. It is immensely creative in bringing something genuinely new to how shoppers explore the whisky category and is delivering





very positive results in foot traffic and sales uplifts."

The Dewar's Fine Scotch Whisky Emporium is running from June 15-July 12 near Gate D 37.

It was developed for Miami by Bacardi Global Travel Retail and JCDecaux, designed by UK-based agency GLOCK and built by Bloommiami.

**CLICK ON BANNER FOR MORE DETAILS** 





### CLIA updates official 2017 global passenger numbers

Cruise Lines International Association (CLIA) recently updated the official global cruise industry numbers confirming that the industry reached 26.7 million cruise passengers globally up from a projection of 25.8 million, and surpassed projections,

For 2018, based on the new vessel launch schedule and expected regional deployment, CLIA is projecting a passenger forecast of 28 million.

"Once again, the cruise industry has raised the bar and exceeded projections and expectations," said Cindy D'Aoust, president and CEO, CLIA. "I am proud to be a part of this dynamic industry that continues to grow and evolve bringing the cruise vacation experience to millions each year."

### Global Ocean Passenger Growth and Volume by Region

Asia, accounting for about 15% of total global ocean passenger volume in 2017, experienced a 20.5% increase last year in comparison to 2016.

Domestically, the U.S. and Canada saw impressive ocean passenger growth in 2017 with a 5% increase over the prior year.

Australia also experienced positive growth at around 5%.

Europe also remains strong, recording 2.5% global passenger growth over 2016.

North America represented the largest ocean passenger volume in 2017 (49%) with a total of more than 13 million ocean cruise passengers followed by Europe (26%) with nearly seven million ocean cruise passengers.



- 1. North America (49%)
- 2. Europe (26%)
- 3. Asia (15%)
- 4. Australia/Pacific (5.4%)
- 5. South Central America (3.2%)
- 6. Other (1.6%)

### **Demographics and Preferences**

New analytics also reveal the average age of global ocean passengers last year was 47 years old, and they preferred to cruise for an average of 7.2 days, 2% lower than the average cruise length in 2016.

## **DFNI Cruise Conference focuses industry attention on burgeoning channel** IBBI's Katherine Sleipnes reports for *TMI* from Rome

We often consider Miami, Florida the "cruise capital" of the world, but last week it felt like Rome, Italy was the center, where more than 150 participants gathered for the DFNI Cruise conference "On the crest of a wave." The 2-day event covered a vast number of relevant topics from cruise experts, as well as interesting panel discussions, before an avid audience made up of cruise operators, retailers, vendors, and agencies associated with the cruise market.

Key note speakers included experts from cruise and ferry companies such as Starboard, Dufry, Harding, MSC, Viking, as well as CLIA, ETRC, ADR, Trip smiths and M1nd Set.

The speakers engaged the audience with videos showcasing the latest cruise ship launches, retail transformations, and growth projections. With the cruise market growing a minimum of +7% year on year, the channel shows the greatest growth potential amongst the travel retail channels, said all the speakers.

Retailers spoke about destination brands and story-telling and showed how they engage the consumers with workshops like watch making on select cruises. Retailers are looking for discovery brands to enhance the cruise experience rather than simply focusing on price as was done in the past.

Selected vendors who focus on the cruise channel also shared their winning models and learnings with the group. These included Luxottica, William Grant, Invicta, Rituals, and more.

M1ndset's Peter Mohan shared his company's research that focused on how many pax plan ahead their purchases and the breakdown of categories they look for.

Highlights included a sneak preview of Virgin Voyages new ships planned for 2020 that will step change the current landscape, as well as presentations focused on the Chinese consumer and how to win in this important immerging market (Alipay, etc). Interesting stats shared by CLIA (see above) show that less than 1% of Europeans have been on a cruise, and even many in the audience had not yet cruised.

With 7% growth planned year on year for next 10 years and over 70 new builds by 2021 underway, this \$28 MM industry takes center stage, whether in Miami (HQ for many cruise companies), Asia, or Rome, Italy.



# TRAVEL MARKETS

### Stellar Partners strengthens West coast presence with acquisition of Avila Retail

Travel retailer Stellar Partners, Inc. has acquired Avila Retail Development & Management, LLC. Avila is an award-winning airport retailer known for developing innovative concepts including Mosaic, Earth Spirit, and Indigenous that create a sense of place by showcasing local artists and jewelers.

The purchase of Avila will increase Stellar's airport retail footprint in the western region of the United States.

Stellar's diverse retail portfolio includes more than 40 stores located in 10 airports.

Avila was established as an airport retailer in 1990 by John and Kathleen Avila and now operates 25 stores in Albuquerque, Denver, San Francisco, and Phoenix.

Stellar and Avila together will now provide an extensive portfolio of exclusive brands plus decades of operating expertise to airports across North America.

"We are extremely excited to welcome Avila and its talented management team into the Stellar family," said Stellar Founder Susan Stackhouse.

"This acquisition is a key part of Stellar's strategic growth plan. It both broadens our retail portfolio and delivers on our objective to grow our business in North American airports. Avila is a regional leader in specialty, news. and convenience retail and their expertise will help us develop dynamic new concepts," she said.

"Stellar has an outstanding reputation and shares our commitment to developing exceptional brands. We look forward to bringing our organizations together to accomplish great things," said Avila Founder John Avila.

Stellar operates proprietary brands Stellar News, Stellar Bay, Stellar Books, Mindworks, and Sol Shades and works with brand partners including Chico's FAS family of brands: Chico's, White House Black Market and Soma, regional favorites Ron Jon Surf Shop and Travel Outfitters plus well-known luxury brands Swarovski, TUMI, and L'Occitane.

Stellar was named Best Airport Retailer for 2016 by Airport Revenue News.

### **Puig Introduces JPG Travel Exclusive Limited Edition Collectors: Gaultier Airlines**





Puig has launched two travel exclusive limited edition collectables from Jean-Paul Gaultier, Called Gaultier Airlines, the latest additions to the line feature new bottles in unique gift boxes that celebrate the glamour of vintage travel for CLASSIQUE Eau Fraîche

for women and LE MÂLE Eau Fraîche for men.

Available in travel retail worldwide from April 2018, the duo has been supported by their own activation platform launched first at Barcelona Airport, with a roll-out to major airports worldwide planned over the summer.

### Cool Water turns 30



Davidoff Cool Water is celebrating its 30th anniversary this year with **Davidoff Cool Water - The Coolest Edition** limited edition. A 200 ml metallic blue bottle with stylish silver graphics is enclosed in a spectacular ice cube box. The design was inspired by a scene from the original advertising campaign directed by Jean-Paul Saulieu in which the Davidoff Cool Water bottle appears inside a block of ice, symbolizing the latent power of the ocean and the freshness of the fragrance within.

This time around the original fragrance has been reinterpreted by Antoine Lie (Takasago) with extreme freshness and intense energy with notes of Peppermint and Aldehydes.

### L'Oréal TRAM opens first Atelier Cologne pop-up



L'Oréal Travel Retail Americas has opened the first pop-up for Atelier Cologne in the region at Los Angeles International Airport in a 10 sqm space in the Tom Brady International Terminal.

Featuring its signature Venetian blue color inspired by the entrance of its flagship stores in Paris and New York, the pop-up offers passengers a unique experience to discover the Atelier's Colognes Absolues from a range of 20 scents, made with up to 93% natural origin ingredients.

The pop-up is hosted by two dedicated perfume artists who immerse each customer in the brand universe and help them find their own personal fragrance wardrobe. Appropriately, the fragrance selection features Atelier's best-selling Clementine California, a fruity citrus green scent.

The pop-up also features Made-to-measure gifting where customers can choose and engrave one of the eight different-color leather cases for their 30ml travel sprays. The engraving is a unique service performed in front of each customer by the Perfume Artists. Shoppers can also customize Atelier Cologne's iconic Venetian blue gift box with a choice of leather tags and colored ribbons.

The brand chose LAX because of the high percentage of Chinese footfall, says the company.



### **BREITLING CARIBBEAN**

/LATAM Assistant Retail Manager (Boutiques) Miami Office

We are looking for an Assistant Retail Coordinator/Manager for the growth in the Caribbean Latin American Market. He/she will be responsible in assisting the Retail Manager in developing the Boutique sales team, to ensure customer experience, enhance loyalty to the Breitling brand name, with the end goal of achieving the Business and sales objectives.

### **MAIN RESPONSIBILITIES**

Lead the team and drive sales performance to consistently achieve sales budget objectives while ensuring operational integrity Communicate, support and monitor company KPI's and proactively identify strategies to ensure performance standards are met Implement all Boutique brand guidelines and procedures. Promote brand awareness, establish store presence, and capture competitive market share through company events Ensure the implementation, execution, and measurement of company CRM initiatives through team action plans Lead Boutique operations (stock management, reporting, expenses, etc.)

### REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS

Solid experience in managing a luxury goods brand
Ability to effectively communicate effectively across the levels of the organization (written and oral) in English and Spanish Business acumen combined with strong analytical and organizational skills
Very good interpersonal skills and

flexibility.
Ability to travel 40-50%
Please send resumes to:
info@breitling.bs

BREITLING

### **BREITLING CARIBBEAN**

/LATAM Sell-In Sell-Out Analyst Miami Office

Using proprietary analysis and reporting tools, position will monitor and access performance and support management decision making.

### Specific responsibilities include but are not limited to:

\*Extracting and interpreting data.
\*Updating and running statistical
models, tracking results against
forecasts, and fine-tuning future
Forecasting.

\*Creating budget modeling through sales analysis, interpretation of future forecasting variables.

\*Build reporting structures on SKU, category and whole business performance.

\*Prepare key weekly, monthly and quarterly reports via PowerPoint presentations, conference call and or meetings.

### Other functions:

\*Developing databases, data collection systems, and other strategies for statistical efficiency.

\*Research, evaluate, and implement new analytic techniques or technologies.

\*Providing support and training to other analytics staff. \*Analyze customer sales databases, tabulating sales reports for contest results.

#### **Position Requirements:**

\*Full Time, Miami based office local candidates.

\*Minimum 3 years of relevant professional experience.

\*Exceptional analytical and MS office skills.

\*Strong attention to detail.

Please send resumes to: info@breitling.bs



Miami-based high-end watch distributor operating in Latin America, the Caribbean and Travel Retail

has an immediate opening for a SALES ANALYST

#### Main Tasks and Duties

- ☐ Performs sales analysis and providing regular and significant insights to the sales team about trade sales
- ☐ Collecting and analysing market reports
- □ Collecting and producing sell out statistics of the trade sales and driving product reassortment from Switzerland □ Responsible for product assortment reports on the trade sales from the field

#### **Skills Required**

- ☐ Analytical skills
- ☐ Precision
- □ Planning
- ☐ MS Office package
- ☐ Project management

To apply, please email: Francesco Orlando forlando@fairplayconsulting.com

### EDRINGTON AMERICAS TRAVEL RETAIL

### Associate Manager - Cruise

The Cruise Associate Manager role provides support to the Global Cruise Manager with the strategy, development and execution of cruise line activations. With a focus on training and implementation of various brand concepts, he/she is instrumental in driving the success of the portfolio in both on premise and the retail stores on board the ships.

#### **Brands:**

The Macallan, Highland Park, Glenrothes, Famous Grouse, Cutty Sark and Brugal Tito's Handmade Vodka, Disaronno, Tia Maria, Buffalo Trace, Blantons, Fireball, Southern Comfort amongst others

### Responsibilities:

Assist in creating new cruise concepts, manage/create new concepts, lead implementation of concepts onboard cruiselines, etc.

### Requirement:

Bachelor's Degree, 2-3+ years of relevant experience, with cruise and/or spirits background preferred. Willing to travel 50% of the time to cruise ships and key destinations in the World. Strong proficiency with Microsoft Excel and PowerPoint with the ability to work with data from multiple data sources for reporting and analysis. Flexible approach to work in a crossfunctional team.

Must have excellent interpersonal and written/verbal communication skills. Strong project management skills, attention to detail and the ability to meet aggressive deadlines and manage multiple projects simultaneously.

Willingness to roll up your sleeves and do whatever it takes to help your team win.
Ability to multi-task and effectively prioritize efforts in a fast-paced, change oriented environment where continuous innovation is required.

https://usajobs.edrington.com/job /cruise-associate-manageramericas-travel-retail-us-miami,-fl-177.aspx





#### THE SHISEIDO GROUP

Shiseido

has immediate openings for the following positions based in Miami:

#### **International Trainer**

Responsible for training sales staff on brand, product, and sales techniques. Must have a dynamic personality and excellent interpersonal and presentation skills in English and Spanish, Portuguese is a plus. Must be available to travel 60-70% throughout the Americas. 2-3 years Travel Retail luxury industry is a must.

### Retail Manager/Account Executive for North America - Southeast region

Ideal candidate will have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry. Responsibilities include developing sell-out figures through supervision of salespeople, implementation of the brands' merchandising and promotion guidelines. Experience in retail sales is a plus. Must be able to travel 40 to 50% of the time.

#### **Operations Analyst - Cosmetics Division**

Responsible for managing the new launch order process for the Cosmetics Division. This position is vital in contributing to the integration and delivery of all launches. Acts as a liaison between internal departments and our headquarters to streamline the procedure and communications throughout the item creation and ordering process. This position will also support key forecasting analysis and is responsible for managing the Travel Retail allocation. Demand planning experience is ideal for this position. Candidate must possess strong organizational and analytical skills.

### Sales/Market Coordinator

The ideal candidate is highly proficient in Microsoft Office and possesses strong organizational and customer service skills. Must be a team player as this position will support management and the sales team with various projects and sales analysis. Experience in Travel Retail industry is a plus.

#### Please submit resumes to

<u>gcamplani@sac.shiseido.com</u> and/or <u>mfernandez@sac.shiseido.com</u>.

Please refer to the job title on the subject line when sending your resumes.



**CLARINS,** a luxury beauty brand, is seeking an

#### Area Manager, based out of Miami, FL.

The position will be responsible for the development of brand equity, sales, profit and market share in the territory within Company guidelines and strategies, will ensure effective communication to obtain the information for an adequate development of the brands of Clarins Group in the assigned area, will adapt marketing, investment, HR and distribution strategy to local needs, and will assure the achievement of the growth and profitability objectives fixed by the Company.

### Responsibilities include, but are not limited to:

Budget, Sales, A&P, Marketing, Training, Reporting, Strategy, Finance, Travel, Communication, Forecasts and orders.

#### **Essential Skills and Abilities**

Bachelor's degree in business, marketing or related field. At least three to five years related experience (sales and marketing)

Good Negotiation skills Strong interpersonal skills

Ability to adapt to diverse markets according to business needs and strategies.

Willingness to travel internationally: 40-50% of the time. Strong analytical skills.

English & Spanish (Read, Write, and Speak) required. Computer literate in Microsoft Word, Excel, PowerPoint

> Please send resume to Amanda.Brinkerhoff@clarins.com Equal opportunity Employer