

# SPEAKERS

**ETRC  
Annual  
Business  
Forum**

**20-21  
January  
2021**

**Virtual  
Event**

***“Reconnect, Rethink, Revive”***

**An event by:**



**In cooperation with:**



**Moderators:**

**Julie Lassaigne**, Secretary General, ETRC

**John Rimmer**, Managing Director, TFWA

**Caroline Andreotti**

***Executive Vice President, Global Travel Retail, Coty***



Caroline Andreotti is currently Executive VP, Global Travel Retail Coty, based in Geneva, Switzerland. Caroline is a beauty expert with more than 20 years' experience in fragrance, skin care, body care and color categories, mainly in Asia. She has a demonstrated history in Global Travel Retail and General Management, building and running large, multi-brand businesses in the cosmetics industry.

She spent 13 years with Coty in different functions. She was previously Coty Luxury GM for China and South East Asia and prior to that headed the Asia Pacific Travel Retail business. Prior to Coty, Caroline spent 9 years with Elizabeth Arden in China and South East Asia. Skilled in Marketing Management and Digital transformation, Caroline holds an MBA in International Management from the International University of Geneva and an MBA in Business Administration from European University Geneva.

**Gemma Bateson**

***Worldwide Duty Free Corporate Affairs and Communications Director, Japan Tobacco International (JTI)***



Gemma has worked in the Travel Retail Industry for 18 years, beginning her career with British American Tobacco International, before moving to the Confectionary category as UK & Ireland Travel Retail Manager with Mondelez. In 2010 Gemma returned to the Tobacco category, joining JTI as International Key Account Manager.

The majority of Gemma's Travel Retail career has been spent in commercial roles, most recently as Regional Director Middle East, Africa, UK & Ireland. In October 2016, Gemma moved to a new department - Corporate Affairs and Communications, where she holds her current position of Global Corporate Affairs and Communications Director. In her current role, Gemma works with industry colleagues internally and externally to JTI, including the Regional Travel Retail Associations around the world, seeking to safeguard this unique retail channel.

**Tobias Baude**

***Head of Corporate & Legal Affairs Global Duty Free & Export, Imperial Brands PLC***



Tobias has over seven years' experience at Imperial, initially starting his career in Hamburg working on Anti-Illicit Trade systems and technology, before serving as Senior Engagement Manager for Coding and Tracking.

In October 2018, he was appointed to his current position of Head of Corporate and Legal Affairs for Global Duty Free and Export. Next to coding and tracking, Tobias has strong experience in regulatory, compliance and engagement topics around the world.

**Francois Bourienne**

***Vice President Aviation Affairs, European Travel Retail Confederation (ETRC) and Chair, UK Travel Retail Forum (UKTRF)***



Francois joined Glasgow Airport in 2010 as Commercial Director following four years with the Nuance Group (now part of Dufry), where he was active in business development, working on various concession tenders and starting operations in both France and Bulgaria. He then became Chief Commercial Officer of AGS Airports (Aberdeen, Glasgow, Southampton), where he was responsible for all commercial activities (airline business development, retail/parking, real estate...).

Prior to this Francois was a consultant with Accenture and Bain & Company, advising mainly FMCG and retail companies on strategy and was also involved in due diligence for private equity funds. He holds an MSc in Management from EM Lyon and an MBA from INSEAD.

**Matthew Brown**

***Retail Futurist, Echochamber***



Matthew is the owner and founder of Echochamber; a London based creative retail intelligence agency, which travels the world tracking retail innovation and evolving consumer trends. Matthew has run Echochamber since 1999, developing it over the past 22 years into a specialist trend consultancy with a global client base of retailers, developers and FMCG brands. A regular keynote speaker at global retail conferences, in the days BC (Before Corona) Matthew could be found pounding the shopping streets of the world with his camera in hand!

Echochamber provides global best practice and creative insight to clients across all retail sectors, in order to help them benchmark best practice and improve their businesses, by harnessing evolving global consumer and retail trends. Echochamber also offers Retail Safaris to the world's best shopping cities, which are designed to energise and inspire client businesses with new possibilities. [echochamber.com](http://echochamber.com) is an online magazine

of global retail innovation which first went live in 1999.

**Dr. Jennifer Cords**

***Director Corporate Affairs and Compliance, Gebr. Heinemann and Vice President Regulatory Affairs, European Travel Retail Confederation (ETRC)***



Dr. Jennifer Cords has over 15 years of experience in campaigning, communication, public and Corporate Affairs in international environments.

In 2010 she joined Imperial Brands, promoting the concept of “Tax Free” on international ground. Jennifer is an expert for all designated Duty Free areas such as airports, border stores, military, airlines, diplomatic stores, ferries, and cruises. In 2012 she widened the scope of Corporate Affairs to Business Compliance and Imperial’s Global Export Business.

Jennifer continued her personal Duty Free journey when she joined Gebr. Heinemann as Director Corporate Affairs in September 2018. In her role as Director Corporate Affairs, Jennifer is responsible for the strategic pillars Compliance, Communication and Corporate Responsibility.

**Stewart Dryburgh**

***General Manager, Nestlé International Travel Retail***



Originating from the highlands of Scotland, Dryburgh graduated in Civil Engineering before starting a marketing & sales career in London. He joined Nestlé in its UK confectionery business in 1998.

Dryburgh first led Nestlé International Travel Retail from 2002 to 2005. During this period, he was influential in introducing category thinking, step changing the growth of the confectionery category, and was a prominent supporter of the first Trinity Forum in 2003. In 2006 Dryburgh became General Manager for Confectionery in Nestlé South Asia, then in 2009 moved to Nestlé’s head office in Switzerland as head of global marketing for Nestlé’s #1 confectionery brand KitKat®.

Dryburgh returned to Nestlé International Travel Retail in 2016 and, despite the current Covid crisis, is thoroughly enjoying leading the Nestlé team in supporting their retail partners exploit the food and confectionery category’s full potential.

**Barry Geoghegan**  
**Founder, Duty Free Global Ltd**



Irish born and based, Barry Geoghegan began in the wine industry in 1989, later obtaining the WSET (Wine & Spirit Education Trust) Diploma in 1995. In further studies, he was one of only 10 people in the world to study for the first ever Wine MBA at Bordeaux Business School in 2001, where he gained a first-class honours degree.

His interest in the industry began with his family, whose involvement in the industry for over 50 years has given him additional insight and knowledge, particularly in the Middle East and Asia.

Barry founded Duty Free Global almost 10 years ago and the company represents some very famous global wines and spirits brands in the channel including Southern Comfort, Buffalo Trace, Fireball, Paddy, Gunpowder Gin, RumChata etc...Barry was recently elected on the TFWA Management Committee and will serve two years on this Committee. Barry was also part of the Academic Advisory Group for the DFWC Academy.

**Francis Gros**  
**Head of EMEA, LATAM, Global Travel Retail & Outlets, Ermenegildo Zegna Group**



An ESSEC MBA graduate, Francis has over 30 years of International experience in the luxury goods and fragrances industries. This includes overseeing the Japanese market for make-up brand Bourjois, developing the fashion accessories business for Mantero Seta in Italy where he became the company's Chief Marketing Officer, and as Managing Director of niche fragrance and scented candles business Diptyque in Paris.

He joined Ermenegildo Zegna late 2017, to Head the EMEA Region. The Ermenegildo Zegna Group is a leading luxury menswear brand and one of the most renowned businesses in Italy. Ermenegildo Zegna celebrated 100 years of excellence in 2010. Today there are 524 Zegna stores (307 company-owned) in over 100 countries around the world. Francis has been a member of the TFWA Management Committee since October 2012, and Vice-President Conferences and Research from 2016 till 2018. Since May 2020, he heads the newly formed EMEA-LATAM Region for the Ermenegildo Zegna Group.

## **John Hume**

***Founding partner, Hume Brophy***



John has 20 years' experience working with EU institutions and specialises in managing pan-European media and political campaigns.

Prior to Hume Brophy, John served as Deputy Director General of Airports Council International (ACI) Europe and Director of European Public Relations for the International Duty Free Confederation Focus 99, a consortium of airports, ferry companies, and consumer goods companies.

John also worked as an adviser to the European transport trade union federation and began his career as a management consultant with Deloitte.

## **Nigel Keal**

***President, European Travel Retail Confederation (ETRC) and Global Commercial Director, Dufry***



Nigel Keal started his career in the Duty Free industry when he joined Allders (which later became Nuance) at the end of 1980s, before moving to World Duty Free in 1999 as Head of Beauty.

Nigel is a lifelong retailer, starting his career as a Retail Manager in the UK High Street. Nigel's career has spanned all elements of the retail business including operations, merchandising and procurement. Nigel joined Dufry as Procurement Director in 2006 and is now Global Commercial Director.

He brings almost over 30 years of senior international experience of duty free & travel retail to his role as President of ETRC. Nigel has served on the Supervisory Board of ETRC since 2010, and the Managing Board since 2017.

## **Julie Lassaigne**

***Secretary-General, European Travel Retail Confederation (ETRC)***



Julie Lassaigne became Secretary General of ETRC in February 2019. In this role, she manages the organisation and represents the organisation both externally and towards its members.

Julie first joined ETRC in 2013 where she was responsible for managing some of the key challenges affecting the duty free and travel retail sector including product information to consumers, alcohol policy, air passenger rights and transport security.

Prior to joining ETRC, Julie gained extensive experience working for public affairs consultancies in Brussels with clients in the aviation, food and sport sectors.

**David McWilliams**  
*Economist and Author*



David McWilliams is an economist, author, journalist, documentary-maker and broadcaster. He is Adjunct Professor of Global Economics at the School of Business Trinity College Dublin. David is ranked 10th most influential economist in the world.

He has devoted his entire professional life to the objective of making economics as widely available and easily understandable on as many platforms and to as many people as possible –and is having a laugh doing it. As a result, he co-founded the world’s only economics and stand-up comedy festival Kilkenomics – described by the FT as “simply, the best economics conference in the world”. Previously, David was an economist in the International Relations Department of the Irish Central Bank; Chief European Economist at UBS, Europe’s largest bank; and Head of Emerging Markets Research at Banque Nationale de Paris.

**Alan Murray Hayden**  
*Head Airport Passenger & Security Products, International Air Transport Association (IATA)*



Alan has been working in the field of aviation and transportation for 25 years, having worked for international organisations such as TNT and IATA.

Since joining IATA in 2005 he has worked with many of the world’s leading airlines, both full service and LCC’s to help them deliver an exceptional passenger experience during check-in and at the airport. As part of this Alan led the launch and proliferation of Timatic AutoCheck travel document service which is a critical enabler for web, app and kiosk check-in. In 2019 over 700m international passenger were processed using Timatic AutoCheck.

In his current role as Head of Airport, Passenger and Security solutions Alan is leading the IATA Travel Pass initiative. This industry solution enables passengers to create an electronic version of their passport and share this and their COVID test/vaccine results with airlines and governments in advance of arriving at the airport.

**John Rimmer**  
*Managing Director, Tax Free World Association*



John Rimmer has worked in the duty free and travel retail industry since 2000, when he joined trade journal Duty-Free News International as a reporter. Within three years he had been appointed editor of sister publication Travel Retailer International, before becoming editor of DFNI a year later.

In 2006 he relocated to Paris, where he joined retailer Aelia as Deputy Director of Business Development. Four years later he returned to the UK to become Executive Director Business Development at leading trade publisher The Moodie Report. In October 2012 John returned to Paris to join Tax Free World Association as Conference, Research and Corporate Affairs Director. In 2017 John was appointed Managing Director of TFWA, responsible for the day-to-day running of the Association and its two major exhibitions, TFWA World Exhibition & Conference and TFWA Asia Pacific Exhibition & Conference.

**Cord Schellenberg**  
*Journalist and Aviation Expert*



Cord Schellenberg belongs to a small circle of German-speaking aviation experts with profound media experience.

His professional passion is directed at civil aviation and the travel industry, two fields representing mobility and globalisation. On television he is seen regularly as an economics and aviation expert, for instance as a live commentator of major events. Well-known for his skilled and diversified presentations, Cord Schellenberg has moderated conferences, discussion panels and events in Germany as well as abroad.

A media professional today, Cord Schellenberg has also gained experience in politics. From 1995 to 1997 he was the non-partisan spokesperson for the Senate of the Free and Hanseatic City of Hamburg. As the Vice President of the Luftfahrt-Presse-Club e.V. (Germany's aviation press association) he is voluntarily involved in representing the interests of journalists and PR executives in the aviation and aeronautical industry.

**Jaya Singh**  
*Managing Director, Mondelez World Travel Retail (WTR) and President, Tax Free World Association (TFWA)*



A passionate believer in the potential of the global travel retail business, Jaya Singh is the Managing Director of the channel's number one confectionery supplier, Mondelez World Travel Retail (WTR). He is also in charge of the European Export and Swiss business units of Mondelēz International.

Jaya has experience in almost every region of the world, having previously served as Global Sales Director WTR, Head of Global Key Accounts and before that Region Director Middle East, Indian Sub-continent, Asia Pacific and Oceania WTR. Jaya has served on the TFWA Management Committee since 2018 and is as of January 2021 the President of TFWA. He previously served on the board of Asia Pacific Travel Retail Association and also served on the board of the Duty Free World Council.