

## SPEAKERS

**ETRC  
Annual  
Business  
Forum**

**Thursday  
27  
January  
2022**

**Virtual  
Event**

***Looking beyond recovery:  
Building together the Travel Retail of Tomorrow***



**Moderator:**  
**Julie Lassaigne, Secretary General, ETRC**

**Sarah Branquinho**  
**Chief Diversity & Inclusion Officer, Dufry**  
**President, Duty Free World Council (DFWC)**



Throughout her thirty years' experience in duty free, Sarah Branquinho has been an active advocate for the industry.

First as commercial director of the Tax Free World Association, then managing the mobilisation and research projects which underpinned the lobby to save intra-EU duty free, Sarah subsequently joined BAA and its retail company World Duty Free. With the acquisition of WDF by Dufry, she was appointed Director of External Affairs, a position she held until 2018. Since July 2021, Sarah is Chief Diversity & Inclusion Officer at Dufry.

Alongside her commercial roles, she has served as Chair of the UK Travel Retail Forum (2009-2018), President of ETRC (2012-2018), and as a Board member, currently President, of the Duty Free World Council. Sarah is also a founder member and Chair of Women in Travel Retail.

**Dr. Jennifer Cords**  
**Director Corporate Affairs and Compliance, Gebr. Heinemann**  
**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.

**Laurent Donceel**  
**Senior Policy Director Sustainability and Taxes, Airlines for Europe (A4E)**



Laurent Donceel joined A4E, Europe's largest airline association, at its creation in 2016 where he is now in charge of sustainability, climate, energy and taxation matters.

Laurent has 15 years of experience in advising blue chip companies, trade associations, governments and NGOs in the fields of transport, trade energy and climate change.

**Cameron Gray**  
*Secretary General, UKTRF*



Cameron Gray is the Secretary General for the UK Travel Retail Forum.

Cameron is Director in Hume Brophy's cross-jurisdiction transport team, working on client briefs primarily in the aviation industry – and the heavily regulated sectors associated with it – in Europe, the United Kingdom, the Middle East, and Asia Pacific.

He has held roles at Heathrow Airport and communications consultancies in New Zealand, and spent several years as a special advisor in the New Zealand Government and Office of the Prime Minister

**Stephen Hillam**  
*Managing Director, Pi Insight*



Having previously held senior positions at leading industry consultancies, Stephen Hillam founded Pi Insight in early 2019 to provide bespoke research solutions to the Travel Retail industry.

At Pi Insight, Stephen leads a team of experienced Travel Retail research specialists. With extensive experience of multiple research techniques, Stephen has worked with global brand and retailer clients as well as industry associations delivering bespoke research, useable insight and clear strategic direction across a wide range of key industry themes.

With degrees from the universities of Hull and Northampton in the UK, Stephen also has expertise in delivering sustainable strategy, having completed a Masters Degree in Waste Management in 2015.

**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)***



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.

## **Marie-Caroline Laurent**

***Director General, CLIA Europe***



A transport policy expert, Marie-Caroline took up the role of Director General for CLIA in Europe in November 2021.

Prior to joining CLIA, she has worked in leadership roles at the International Air Transport Association (IATA) for nearly a decade, including serving as Assistant Director for EU Affairs. Her roles included providing strategic advice to governmental agencies on travel and security innovation. Previously, Marie-Caroline worked in policy development for the Association of European Airlines, in the field of aviation security, as well as insurance policies, border controls and passenger data.

She has also served as a parliamentary adviser at the European Parliament and as senior policy officer at the American Chamber of Commerce to the EU.

**Teodora Marinska**  
**Head of Public Affairs, European Travel Commission**



Teodora is Head of Finance and Public Affairs of the European Travel Commission, where she works to raise awareness and understanding of the value of tourism in the EU and national policy makers through the formulation and implementation of ETC public affairs strategy.

Teodora leads the sustainability agenda of the organisation, with a special focus on addressing the impact of tourism on climate change.

Teodora is Project Manager Practitioner (PM4SD) certified by APMG.

**Gerard Murray**  
**Executive Secretary, Duty Free World Council (DFWC)**



Gerry Murray has served as Executive Secretary of the Duty Free World Council since 2016 managing the day to day activities of the Council.

Alongside the advocacy role of the Council a key focus has been the creation of the DFWC Academy and its courses.

Gerry is also Managing Director of Traveller's Trove, a brand representation and consulting agency, operating exclusively in the duty free and travel retail channel. He has been in the industry for almost 30 years and has worked for leading brands, with global responsibilities, across the Wines & Spirits, Confectionery, and Luggage categories. His familiarity with all sub-channels within duty free is complimented by

experience of operating own retail stores in airports as well as selling to third party retailers.

**Paul Neeson**  
**Director of Retail Ireland, Aer Rianta International**  
**Vice-President Aviation Affairs, European Travel Retail Confederation (ETRC)**



Paul Neeson joined ARI in 2000 working across a number of roles including Global Buying and Supply Chain Director and currently as Director Retail, Ireland.

A career retailer, Paul worked previously with Virgin Megastores as Operations Director for Northern Europe during a decade of significant expansion.

Paul is passionate about managing through people, innovation in retail and delivering an experience in Travel Retail that makes airport shopping the most enjoyable part of the traveller journey. Paul joined the ETRC

Board in 2020 having worked on issues for many years with his confidante and friend, Frank O'Connell.

## **Ricardo Oliveira**

***External Senior Counsel, European Travel Retail Confederation (ETRC)***



With over 25 years of experience in the private sector, Ricardo has dealt with complex legal and regulatory issues of cross functional and cross jurisdictional in nature.

As a general counsel and public affairs expert, Ricardo has held various senior positions in multinational companies such as IBM and BAT. He is also an accredited mediator with the Centre of Effective Dispute Resolution (CEDR) in London.

Ricardo has a background in law and engineering. Currently, Ricardo is based in Italy and works as an external senior counsel to the Duty Free World Council (DFWC) and ETRC.

## **Olivier Ponti**

***VP Insights, ForwardKeys***



As the leader of the ForwardKeys Insights team, Olivier Ponti is one of the world's most authoritative experts in travel research and destination marketing.

He gives dozens of conference presentations and media interviews a year, cross-referencing ForwardKeys' considerable data with numerous other sources, to identify new travel trends; forecast future travel patterns; reveal the impact of events on travel and provide deep insights into the travellers of tomorrow.

Previously, Olivier was Research Manager, Amsterdam Marketing, where he helped attract tourism and business investment to the city. Until June 2018, he was also Chairman of the Research & Statistics working group of European Cities Marketing (ECM) where he played a pivotal role in developing the Group's research tools and reports, as well as establishing strategic partnerships.

## **Fanny Servent**

***Head of Onboard Sales, Brittany Ferries***



Fanny is Head of Onboard Sales at Brittany Ferries since March 2021.

Previously, she was Head of Sales responsible for planning and Support at Dubai Parks and Resorts. Prior to that, she was with Procter & Gamble for almost 15 years where she held different roles in corporate strategy and planning, and customer management.

Fanny is also the founder and director of Maïna, a fashion brand 100% made in France with roots in Brittany.