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ARI North America unveils revamped The Loop Duty Free transborder store in Montreal Trudeau Airport

The Loop Duty Free Montreal, operated by Aer Rianta International subsidiary ARI North America, today unveiled its refurbished American destination Duty Free store in Montreal-Trudeau Airport. To celebrate the launch of the store, The Loop Duty Free is giving away 1,000 free gifts on October 27th.

Following an extensive remodel, The Loop store has expanded its offering to passengers traveling to the U.S. to include a newly extended range of cosmetics and fragrance brands including Tom Ford and Tory Burch along with beautifully re-designed furniture to house the existing favorites such as Chanel, Dior, Armani, Lancôme and Clarins, among others.

New specialty sections have been added to the wine and spirits area of the shop. Intricate floor to ceiling wooden shelving, reminiscent of grand wine cellars, house the new concept wine area aptly titled “L’amour du vin.” Several bays of sleek black metal display the extensive selection of whiskies from single malt scotches to blends from around the world and a large library of Canadian choices in the “Collection Whisky.”

The “Canadiana” area now brings together all the best Canadian food and drink: ice wines, maple products, ciders and locally made spirits. This delivers a true sense of place for passengers traveling through Montreal Airport.

Brightly lit walls of sunglasses draw you in to the fashion section that now offers a wide array of luggage, handbags and accessories. The section features a wall of stunning handbags designed by the Montreal-native global superstar, Celine Dion, as well as a corner dedicated to the local favorite RUDSAK leather goods and accessories

The new look store and extended product offering, combined with the benefits The Loop has always offered, including new and exclusive products, all tax free with knowledgeable and friendly staff on hand to provide assistance, will allow The Loop to continue delivering the most outstanding shopping experience to customers.

Jackie McDonagh, General Manager, Aer Rianta International North America said: “We are delighted to have completed our refurbishment to enhance the passenger experience within Montreal Airport. What is exceptionally pleasing for us at Aer Rianta International is having brands like RUDSAK and Celine Dion along with our beautiful Canadiana section which resonates with Montreal and creates a sense of place for our customers.”

Pictures and story continued on page 5.



Tea Forte opens retail Pop-Up in Boston



Tea Forte opened its first ever retail shop on October 17.

Located in the heart of Boston’s iconic Newbury Street, the store is a Pop-Up concept and a precursor to the permanent Tea Forte store which will be opening in early 2018 just 1 block away.

Tea Forte is all about the luxury tea experience and the store is centered around the Tea Forte experience, where guests can interact with the products and teas and sample a selection of flavors at the “Steeping Station.” The Tea Forte experience in the store appeals to all senses—sight, smells, touch, taste, says Zachary Boiko, who is in charge of the brand for global travel retail (excluding the Caribbean and Latin America) at ACTIUM.

The store offers Tea Forte’s classic pyramid tea infusers, loose tea, luxury teaware and sophisticated gifts and accessories.

Tea Forte CEO Michael Gebrael, in an article in *Boston Magazine*, said that the design of the new space will provide the aesthetic direction for the future shop, and once this pop-up concludes, elements from it will be used for the brand to pop up in other cities around the world—New York City next, perhaps, and travel retail.

For more information, please contact zboiko@actium.us



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

TFWA Juul-Mortensen: Modest recovery, but plenty of work ahead

Year-on-year sales for the duty free and travel retail industry reached US\$ 63.5 billion, reported TFWA president Erik Juul-Mortensen during his opening State of the Industry presentation at the TFWA Conference in Cannes on Oct. 3.

While the duty free industry experienced the first year-on-year decline in global sales in six years in 2015, final results from Generation Research for 2016 show that there has been a modest recovery. Sales rose by 2.4 %, which is a significant improvement on the negative growth of 2015, said Juul-Mortensen.

Fragrances and cosmetics continue to perform best, with year-on-year growth of 9.2 %. , Watches and jewelry sales had a difficult year though, declining by 8.4%.

“The pressure on the luxury sector continues,” said Juul-Mortensen.

The strongest channel was the ‘other shops’ category, which grew by 7.3%. This category mainly represents downtown and border locations and, increasingly, onboard cruise ships. The key driver of growth was sales of perfume and cosmetics in Asia Pacific downtown locations.

Geographically, Asia Pacific was once again “the engine room for the industry” with a year-on-year growth of 8.2%, said Juul-Mortensen.

Looking to this year, the first quarter of 2017 showed some encouraging momentum building on the modest recovery of 2016, he said. Compared to the first quarter of 2016, global sales in 2017 Q1 were up 4.2%. The two key drivers continue to be fragrance and cosmetics with sales up 11.6%, and the Asia Pacific region where sales were up by 7.8%.

Airports were up by 2.2% in the quarter, and the “other shops” grew by 7.8%, again led by the perfume and cosmetics category.

Juul-Mortensen stressed that the duty free and travel retail industry

desperately needs data that is as accurate and reliable as it can be, and reiterated that trade associations cannot expect to win the attention of government bodies around the world “if we cannot accurately say what we as an industry are worth. The need for meaningful, accurate data is something we at TFWA take extremely seriously and we have been frustrated by the fact that this need is not always universally acknowledged.”

The Association does, however, recognize that as a concession-driven industry, the duty free and travel retail data is extremely sensitive, but a way around this must be found for the good of the industry, he said.

Duty free is a global industry dependent on what is happening in the wider world, and the world has never been more unpredictable than this year, said Juul-Mortensen: “Elections in the US, France, the UK and South Korea among others have produced results that were unthinkable just a short time ago. A climate of uncertainty reigns – and if there is one thing that economists and business leaders dislike, it is uncertainty.”

Terrorist attacks are becoming increasingly frequent, and tourism, in some key and well-known locations, has been almost wiped out as a result.

“We have seen in East Asia and the Gulf this year how vulnerable our industry is to regional disputes that ultimately affect the free movement of travelers between nations. The tensions and the serious situation around Korea, north and south, could have grave consequences for us all.”

The industry is also at the mercy of the global economy, and within that its impact on currency values and exchange rates. “The global economy today, although recovering, is still uncertain and fragile, with huge variations depending where you look,” he said.



TFWA President Erik Juul-Mortensen presented a cautious but hopeful forecast for the future of the duty free and travel retail industry during his opening presentation in Cannes.

Not just millennials

Trends in consumer behavior and attitudes continue to have a huge effect on the fortunes of travel retail, Juul-Mortensen concluded. The millennial is undoubtedly an influential group. But, Juul-Mortensen said, it would be a mistake if the industry focused on this group to the exclusion of others.

“The single fastest-growing group of potential customers is the older baby boomer generation nearing or just into retirement. Globally the population aged 60 or over is growing faster than all younger age groups, and population ageing is occurring throughout the world. The majority of these people are healthier and wealthier than any previous generation of 60 year olds that has ever lived.”

Many active, affluent mature people are traveling the world like never before, he said.

Controlling destiny

Juul-Mortensen also touched on the latest World Economic Outlook, which was revised upwards to 3.5% growth for this year and 3.6% in 2018; discussed the strong air passenger growth tracked by ACI, and the difficulties resulting from exchange rate volatility.

The next 18 months will see pivotal challenges for the industry, he warned. Most important is assuring that the voice of the industry is heard by governments in the UK and Europe as Britain’s departure from the EU takes shape, he said, discussing the opportunity that Brexit presents for shopping by travelers between the UK and the EU, and the need for a united approach by the industry, both to promote the channel and to drive awareness of the business across the world.

Juul-Mortensen concluded with the idea that external factors beyond the industry’s control will continue to have an impact, but the industry has to work on what it can control.

“We have to take our destiny into our own hands. To paraphrase the great 19th century American orator William Jennings Bryan, Destiny is not a thing to be waited for. It is a thing to be achieved.”



Bacardi takes flight with Flying Bartender program on Virgin Atlantic

To celebrate International Gin and Tonic Day last week, (Oct. 19) Bacardi Global Travel Retail and Virgin Atlantic launched a new inflight **'Flying Bartender'** program.

On October 19, all passengers flying on flight VS045 from London to New York, Virgin Atlantic flight VS005 London to Miami, flight VS206 London to Hong Kong, flight VS019 London to San Francisco and flight VS023 London to Los Angeles received a complimentary Bombay Sapphire gin and Fever Tree Indian tonic.

Upper Class customers on the flight to New York were offered a personally prepared serve of the Bombay Sapphire Gin + Damson, a special gin and tonic twist featuring Fever Tree Indian Tonic with homemade plum cordial in a recipe created by award-winning mixologist Max Venning, co-owner of Three Sheets bar in London. Venning was on the flight to personally prepare and serve Upper Class customers.

Throughout the day on the five participating flights, customers in all cabins were presented with a Bombay Sapphire and Fever Tree gin and tonic kit, comprising all the essential ingredients to mix their own G&T. They also received a commemorative recipe booklet.

The Bacardi-Virgin Atlantic program will run through Spring 2018. Each month, selected Virgin Atlantic flights will focus on one of the brands in the Bacardi portfolio as the feature spirit in a travel-inspired cocktail, presented as part of an inflight experience with a world-renowned bartender. The next flying bartender will take flight over the holiday season for Christmas and New Year, with Grey Goose vodka.

Aude Bourdier-Rocourt, Regional Director Europe, Bacardi

London bartender Max Venning and a member of Virgin Atlantic cabin crew preparing Bombay Sapphire cocktails inflight on International Gin and Tonic Day on Oct. 19.



Global Travel Retail, said: "We are happy to share a truly creative partnership with Virgin Atlantic, rooted in our joint to give customers an unforgettable experience with our brands.

"For Bacardi, what's especially exciting about the projects we are working on together this year – Flying Bartender and the Digital 360 (also running in several Virgin clubhouses) - is how we are building even greater connections between the brand experiences our consumers enjoy on the ground, thanks to our relationships with leading bartenders in iconic city venues, as well as in the air with Virgin Atlantic's renowned inflight service."

CiR commences Traveler and Shopper segmentation study

Travel retail analyst, research and category expert, Counter Intelligence Retail has launched a comprehensive Traveler and Shopper Segmentation Study for 2017.

Developed to increase the channel's understanding of its customer base, the study is based on interviews with 22,500 travelers from over 25 nationalities, and is the largest and most up-to-date available in the industry.

CiR says that making the message and offering relevant to the recipient allows a retailer or brand to more effectively capture their imagination, attention and ultimately, spend. One way to understand traveler's needs, CiR explains, is to segment shoppers or travelers into smaller groups, according to their needs and behaviors.

"In an industry that's forecast to have 1.6 billion departing international passengers by 2025, it's more important than ever to focus on shopper's needs



and wants," says Counter Intelligence Retail President Garry Stasiulevicius.

The study will classify distinct traveler and shopper types, based on attitudes towards travel, shopping and airport retail. The results will allow brands and retailers to create a more focused approach to retail and marketing strategies and allow them to better target their customers by developing an optimized approach to traveler and shopper communication, says CiR.

The segmentation process will use results from the survey data, combined with CiR's in-depth understanding of industry trends,

dynamics and forecasts. With this information, CiR can create mutually exclusive segments that are made up of traveler and shopper groups, depending on their attitudinal and behavioral similarities. CiR will investigate how groups perceive and interact with technology when they travel, as well as the influence of social media and advertising.

Outputs from the study will include recommendations at category level, making it relevant to all retailer and brand companies.

"Combined with detailed and actionable recommendations to drive overall store and category footfall, as well as the category specific recommendations in range optimisation, ease of shop and focused retail marketing communications, the study will provide invaluable insights to our clients and we look forward to sharing these with them in 2017," says Stasiulevicius.

For information, contact Stephen Hillam at stephenh@counterintelligenceretail.com

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Stoli Group celebrates with 80th anniversary limited edition, revamped super-premium Gold and Cenote Tequila in Cannes

SPI Group's Stoli division came to Cannes with three major new product launches this year.

Celebrating the 80th anniversary of the creation of its famed Stolichnaya Vodka, Stoli Group launched a new limited edition 80th Anniversary vodka.

Debuting to the trade in Cannes, the Stolichnaya 80th Anniversary Vodka is being released in limited quantities and is presented with a unique bottle closure, a two-part front label printed on specially prepared craft paper and a unique presentation box.

The vodka includes a significant innovation, being made from wheat, rye and buckwheat, says Stoli CEO Hugues Pietrini.

The wheat delivers purity and drinkability, the rye adds a dimension of taste and character and the buckwheat adds a level of creamy smoothness, he said.

The decision to launch Stolichnaya 80th Anniversary Vodka at TFWA World Exhibition reflects the importance of the channel to the brand.

"Travelers are continuing to treat airport shopping as an opportunity to 'trade up' and to try something new and unique. Travel retail is the perfect environment for limited editions such as Stolichnaya 80th Anniversary Vodka and TFWA World Exhibition the perfect platform to showcase this highly original collector's item," said Pietrini.

Stoli relaunches Stoli Gold with new packaging, recipe

Stoli Group also relaunched its Stoli Gold with a new packaging design and a new recipe.

The new Stoli Gold is intended to create greater brand awareness among super-premium vodka

drinkers and reposition it as a status-led luxury brand in existing markets, while introducing the brand to new regions.

Originally conceived as Stolichnaya Cristall in 1989, the new expression features a taller and more elegant bespoke bottle shape with added neck and bottom glass embossing. It sports a metallic front label printed on both sides to reflect as a back label visible through the liquid (no back label) as well as textured label finishes.

The bottle has a cork cap and tamper evidence with metallic neck label, and a thick metal seal on the neck at the back side of the bottle.

The production process has also been upgraded with the raw liquid now produced from 100% Gubernator Dona winter wheat grown on a single estate.

Cenote Tequila joins Stoli Group portfolio

Stoli Group has also added a new super premium tequila - Cenote Tequila - to its growing spirits portfolio. Stoli Group will handle all distribution, sales and marketing for the brand, which is produced from 100% blue agave at Fabrica de Tequilos Finos in Jalisco, under the supervision of master distiller Arturo Fuentes.

The line, which will initially be available in Blanco, Reposado and Añejo expressions, is fermented in stainless steel columns before undergoing double pot distillation. Cenote Tequila Blanco mellows for three weeks before bottling. Cenote's Añejo expression is aged in single-use American oak bourbon barrels, while the Reposado is aged in French oak casks.

"We see great potential for super-premium tequila - a category that has grown considerably within travel retail in recent years, as new and younger consumers have discovered and converted to sipping-grade tequilas. We are confident that Cenote Tequila will be an exciting new addition to our portfolio, and we look forward to introducing it to our customers in Cannes," says Pietrini.

Cenote Tequila takes its name from the limestone cenotes that are scattered through Mexico's

Yucatán Peninsula, which were considered by the Mayans to be "windows to the underworlds."

Cenote Tequila will be on shelves beginning in the first quarter of 2018.

Desigual introduces new travel retail exclusive collection

Desigual has created a new multi-purpose travel retail exclusive collection.

The "Traveller's Exclusive Collection" made up of a scarf, a jewelry box and a backpack, all in Desigual's signature colorful, patterned style.



Desigual Head of Travel Retail Marco Gadola comments: "We have designed this travel retail exclusive collection with the modern female traveler in mind. Available only in travel retail, one of our major priorities is to bring differentiation, newness and novelty to this channel."

The launch will be supported by a bespoke merchandising unit featuring a specially-designed Traveller's Exclusive Collection logo.

The scarf, jewellery box and backpack are priced at €35.95 (approx. US\$42.50), €45.95 (approx. US\$54) and €69.95 (approx. US\$83.00) respectively. The collection was showcased in Cannes.



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“Our new and existing beauty brands have the most up to date design specifications which, in turn, creates an excellent shopping environment for our passengers,” continued McDonagh.

“We are pleased to have been working in partnership with Aer Rianta International for several years,” said Philippe Rainville, President and CEO of airport authority Aéroports de Montreal. “Aer Rianta International shares our commitment to the customer experience by offering quality services, always listening to our passengers' needs, and promoting international and local Montreal brands. The Loop is a perfect example of our very successful partnership.”



Jackie McDonagh, General Manager, ARI North America, at the ribbon cutting (above) and showing airport officials the new upgraded wine and spirits section in the revamped Loop Duty Free shop in Montreal. Far left: ARI gave out 1,000 gift bags today.



Global airport industry climate action passes 200 airports milestone

The global airport industry issued an update on the progress it has been making in addressing its CO₂ emissions, through the independent and voluntary global certification program, *Airport Carbon Accreditation*.

There are now 201 airports across the world certified at one of the 4 levels of Airport Carbon Accreditation, and 35 airports are carbon neutral. The airports in the program handled more than 2.8 billion passengers last year—equaling 39.6% of total global air passenger traffic, says Angela Gittens, Director General, ACI World.

Gittens says that there were 36 new applications to *Airport Carbon Accreditation* and more airports reaching a higher level of certification within the program.

An additional 6 US airports also became certified for the first time, and US airports were also major contributors to the overall reduction of CO₂ emissions achieved last year – with Dallas Fort Worth becoming the first airport in the Americas reaching carbon neutral status.

Misaki celebrates 30th anniversary with new push in the Americas with IBBI

Misaki Monaco has announced its agreement with Travel Retail specialist and key player in the Americas, International Brand Builders (IBBI) to represent the brand in the Americas region. This strategic partnership comes simultaneously with the 30th anniversary of the brand and will aim at developing the brand in Americas travel retail.

After revealing its new travel retail concept and dedicated collection earlier this month at the TFWA in Cannes exhibition, Misaki Monaco will be participating with International Brand Builders (IBBI) in the FDFA show in Montreal, Canada in November.

New owners, new artistic direction

Created in 1987, Misaki is a luxury jewelry brand, specializing in cultured pearls and crafted glass pearl beads. Based in the Principality of Monaco, Misaki combines the beauty and perfection of pearls with original and modern designs.

At the end of 2014, the brand was bought by the Altea Group, after which Misaki has modernized its image with a new artistic direction. A new concept of collections was created, inspired by jazz music and dance. Far from the usual clichés surrounding classic pearl jewelry, the brand now proposes more contemporary and creative interpretations, highlighting a “new wave” pearl, inspired



from the Made in Monaco glamour and sophistication.

1987 – 2017: 30 years of international presence

Already present in over 30 countries, Misaki understands how to create a strong image throughout the world. The brand has solid partnerships in the Travel Retail sector with Lotte, Valiram, Eurotrade, Pavo and many others. The brand is also very present in airlines such as Air France, Swiss Air, Lufthansa, China Airlines, Korean Air, Emirates, Aeroflot, etc. It will be once again in Singapore Airlines as of September with two new products referenced on board.

Misaki continues to develop with new openings in the Middle East and in China where it will open a new boutique. This opening unveils the new boutique concept of the brand as well as its new universe, which was presented at the TFWA World Exhibition in Cannes.

For the 30th anniversary of the brand, Misaki unveiled a new visual identity, with a new logotype “Misaki Monaco.”

The new logo asserts Misaki's core identity and experience by linking its image directly to that of its home town, Monaco, visibly marking and underlining its origins and allegiance with the Principality, says the company.



Kate Spade Fragrances

The Premiere Group

has an opening for an International Trade Marketing Manager

Reporting to Sr. VP International
Bachelor in Marketing, International
Trade or equivalent
New York based –
No relocation package

The ideal candidate must have
excellent communication and
presentation skills

3 to 5 years' experience,
Well-travelled and multilingual.

Responsibilities include:

Adapt Global Marketing
presentation to international needs
at country level;

Review and validate marketing
calendar at country level with
Global Marketing.

- Review country unit forecast vs
individual marketing calendar.

- Liaise with Global Marketing on
artwork for logos, Duratrans
- Maintain POS, Duratrans photo
library;

Validate Ad spend with Global
Marketing

- Receive and validate stock order
vs forecast and marketing
/launch/promo calendar.

- Allocate G's Testers, Sample, gift
sets and other promotional items at
country level;

Process Press/Health registration
product orders

Other duties as required.

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The company is headquartered in
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has presence in Miami and Buenos
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Responsibilities:

Manage relationship with existing
clients and prospect for new ones in
the assigned region; develop sales
budgets, implement promotional
programs, ensure launch sale of
new products, provide product
training and oversee merchandising
at the point of sales; and monitor
pricing, shelf space, competitive
set, trends, reporting key
activations, and any in-store
updates/changes to our brands.

Qualifications:

Degree in Business Administration
or related field; 3 years' experience
minimum in sales in the travel retail
channel in the Region, preferably
consumer goods; dynamic,
rigorous, results-oriented with an
entrepreneurial spirit, ability to work
on your own initiative and capable
of setting up negotiations with
retailers and shop owners; strong
analytical skills, organized and
efficient; strong written and verbal
communication skills.

Must be fluent in English and
Spanish, Portuguese and French a
plus and willing to travel
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DFD offers a competitive base
salary and generous commission
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Please send resumes to
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Tasks:

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Create customer price lists, manage
category space responsibilities;
track and measure sales results,
secure category information for the
region, PAX, channel, or other
market research; work in
conjunction with Purchasing to
develop vendor supported
promotional programs and other
items; verify all forecasts
maintained in the replenishment
system.

Sales Coordination

Create new product offers &
catalogues, communicate
assortment updates; create &
maintain assortment files;
coordinate information entered in
SAP; maintain promotional calendar
and create monthly presentations
for customers; issue customer
credit and debit notes.
Additional responsibilities may
apply.

Position Requirements

Full Time, HQ based position (Coral
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English a must, Spanish and other
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Please send resume to

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ACTIUM

Has immediate openings for the
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Area Manager Caribbean & Central America (Beverages Division)

Manage relationships with
existing clients and prospect for
new ones in assigned region in
both domestic and travel retail
markets. This role will require the
candidate to **drive sales**, design
and monitor the implementation
of marketing plans, train sales
force of all clients and act as an
interface between the brand and
the clients and ensure seamless
flow of information.

Requirements

- 3 years of relevant professional
experience
- Travel 25% minimum
- English and Spanish (French is
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- Excellent communication and
presentation skills
- Results oriented
- MS office skills

Please send your CV to:

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ESSENCE CORP.

Has an immediate opening for a
**Trainer – In Store Promoter
Caribbean Territory**

- Knowledge and understanding of
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promotions and Sell-out Actions at
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multiple deadlines; Expert
knowledge on makeup, skincare and
fragrances; Extraordinary level
of attention to detail; Excellent
organization
- Must be able to travel 50% of the
time; Fluent English and Spanish
- 3+ years in retail sales, training/
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- Experience in luxury beauty
related industry

Please email your resume to

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NEW

Beauty Industry Account Executive Needed

Michel Germain Parfums Ltd.

an award winning, leading Canadian creator and manufacturer of
prestige fragrances, with customers throughout North America,
seeks a dynamic proactive sales professional to manage our
Duty Free Business in Canada and the Caribbean
as well as independent retailers in Canada and the USA.

You must have prior beauty industry experience, be able to work
independently, driving growth with our customers. Ideally you will have at
least 10 years of sales experience in the beauty industry, with a proven
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Canadian residency is not required.

Please submit your resume to ecook@michelgermain.com please
ensure the subject of your email is "career opportunity"