

CTO projects 6-7% growth in the Caribbean in 2019 following better-than-predicted performance last year

The Caribbean tourism sector is projected to record strong growth in 2019 on the heels of a stronger-than-expected performance last year.

In his annual *Caribbean Tourism Performance Review* news conference, Ryan Skeete, acting director of research of The Caribbean Tourism Organization (CTO), said he is forecasting 6-7% growth this year, continuing an upward trend which began last September.

Skeete expects the growth as the damaged infrastructure in the hurricane-impacted destinations returns to capacity.

He also projected that cruise

arrivals should expand by a 4-5%.

The CTO's report of "a robust" 9.8% growth during the September to December period last year represents a significant turnaround from the previous eight months of decline.

"Even the destinations that were severely impacted by the 2017 hurricanes, despite registering overall double-digit declines last year, experienced a significant turnaround during the last four months, registering triple-digit increases during this period," Skeete told the briefing, which was streamed 'live' to an international audience.

The 29.9 million tourist visits in 2018 represented the second highest number of visitors to the Caribbean on record, surpassed only by the 30.6 million who visited in 2017. And while this represented a 2.3% decline overall, it was better than the anticipated 3-4% fall-off.

Canada was reportedly the strongest performing market – up by 5.7% to 3.9 million visits. The intra-Caribbean market had its best performance ever, reaching two million visitors, while South America delivered 1.9 million tourist visits, up by 3.6%. Arrivals from Europe grew by a modest 1.3%, with UK arrivals remaining flat at an estimated 1.3 million.

The United States, which remains the region's leading market, was down 6.3% to 13.9 million American tourist visits. This was due mainly to steep declines in arrivals to popular destinations impacted by the hurricanes, such as Puerto Rico, which was down by 45.6%, and St. Maarten, which fell by 79%.

But with a healthy 28% rise in arrivals from the U.S. in the fourth quarter, reflecting the strong turnaround during this period, the evidence suggests that Caribbean tourism is on the upswing," said Skeete.

TMI will present a full market by market report in our March magazine.

Lois Pasternak

Waked sues National Bank of Panama for losses due to actions taken after company was listed on US Clinton list

Abdul Waked, founder of former leading travel retail company Grupo Wisa, has filed a multi-million-dollar lawsuit against the National Bank of Panama (BNP), claiming damages, loss and loss-of-profit stemming from actions taken after Waked and his businesses were included by the U.S. Treasury Department on the "Clinton List" for activities linked to money laundering and drug trafficking in May of 2016, reports local press in Panama.

According to *La Prensa*, the BNP acted as a trustee in two trusts to which Waked voluntarily transferred two of his businesses: Felix B. Maduro department stores and Soho Mall. Waked signed the trust to save companies and jobs on the recommendation of the creditor banks.

Newsroom Panama reports that Waked wants the BNP to pay him \$1.269 billion in damages stemming from "undue" pressure from the Government and the BNP.

If the lawsuit is allowed to go forward, the BNP warned that it could enter into "technical bankruptcy."

To date, US courts have rejected petitions filed by Waked to be removed from the list.

Vancouver International Airport's traffic soars to new record in 2018

Vancouver International Airport (YVR) had another year of record-breaking growth in 2018, welcoming more than 25.9 million passengers, a 7.3% increase over 2017. YVR reached its 25 million passenger milestone two years ahead of its forecast.

More than 12.1 million domestic passengers traveled through the airport in 2018, up 6.1%. International passengers (including transborder) reached 13 million last year, up 9.5%.

The airport's passenger growth is fueled by expanded services from its airline partners, including significant continued growth from Air Canada who has chosen YVR as its premier trans-Pacific hub.

In 2018, the airline introduced new flights to 10 destinations, including Paris and Zurich, and increased service on five existing routes. They also made their popular non-stop service to Delhi year-round.

YVR is on track to serve more than 29 million passengers in 2020, with projections indicating the airport will serve 32 million by 2022.

To facilitate recent and projected growth, YVR is investing \$9.1 billion in its expansion program, which includes 75 major capital improvement projects scheduled over the next 20 years.

"This is an exciting time of incredible growth at YVR. We look forward to unveiling some of the projects under our current multi-billion-dollar construction program to address this growth and build the airport of the future," said Craig Richmond, President & CEO of Vancouver Airport Authority.

YVR uses a unique, not-for-profit operating model, which ensures all profits are reinvested back into the airport for the benefit of its customers, partners and communities.



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Chicago O'Hare and Atlanta battle for title of busiest airport -- again

Chicago O'Hare International Airport is once again officially the busiest airport in the U.S. in terms of aircraft operations, jumping ahead of Atlanta Hartsfield-Jackson for the first time since 2014.

According to Federal Aviation Administration data, O'Hare handled more than 903,000 arrivals and departures during 2018, just ahead of Atlanta which had 895,000 arrivals and departures.

But ATL – citing passenger volume— is still claiming the title of busiest airport, which it says it has held for 20 consecutive years. “Preliminary statistics show that in 2018, ATL served 107,394,029 passengers, a 3.33 percent increase over 2017's total. These numbers are based on ATL's Air Service Development figures, and once

verified this spring by Airports Council International (ACI), ATL will officially hold the distinction for 21 consecutive years. ACI is the only global trade representative of the world's airport authorities,” said ATL in its official release.

Furthermore, says ATL, it remains the only airport in the world to surpass 100 million travelers in a year.

On Feb. 4, 2019, (“Super Bowl LIII Mass Exodus Day”) ATL reports that TSA officers broke the previous single-day screening record by nearly 9 %, reaching 101,999 passengers.

In terms of aircraft movements, Los Angeles International Airport was third busiest with Dallas Fort Worth and Denver rounding out the top five.

DFW named Air Transport World's 2019 Global Airport of the Year

Dallas Fort Worth International (DFW) Airport has been recognized as the 2019 Airport of the Year by *Air Transport World* (ATW). The award recognizes DFW's innovation in providing a world-class customer experience, global leadership in sustainability, cost effective and efficient operations, excellent partnership with airlines, and collaboration with local communities to further develop the economic benefits of aviation in the Dallas-Fort Worth region.

“It's truly an honor to be recognized as *Air Transport World's* Global Airport of the Year, and it's a credit to the nearly 2000 employees of DFW Airport, who continually go above and beyond to take care of customers, address the needs of stakeholders, and engage

with our surrounding communities,” said Sean Donohue, CEO of DFW Airport. “DFW is experiencing the fastest growth in more than a decade, and we see it as an opportunity to welcome the world to the Dallas Fort Worth region and advance the innovation and collaboration that deliver for our customers and make our communities stronger.”

In 2019, DFW anticipates serving nearly 200,000 customers per day with new domestic and international destinations and nearly 1900 flights per day. In 2018, DFW announced 28 new destinations, offering more domestic destinations than any other U.S. airport; announced 9 new international flights; and completed a \$2 billion renovation and renewal of three legacy terminals.

LAX sets another record for passengers in 2018

Los Angeles International Airport (LAX) set a new all-time record for passenger traffic in 2018 with 87.5 million travelers, up 3.52% over 2017's previous record.

International passenger traffic slightly outpaced overall traffic growth at LAX, with a record-setting 26 million international travelers last year. More than 61 million domestic passengers traveled through LAX.

In 2018, nonstop flights from LAX served 109 U.S. markets and another 93 internationally. Top international markets included London, Mexico City and Seoul, while New York (JFK/Newark), San Francisco, Chicago and Las Vegas were the most popular U.S. markets.

Over the last five years, LAX has experienced continued growth. From 2014 to 2018, LAX added 21 new airlines and 36 new nonstop routes to international destinations. Passenger traffic has grown 31.2% during that time, maintaining LAX's position as the second-busiest commercial airport in the country. In 2018, these new routes included Lomé, Togo; Shenyang and Xian, China; and Buenos Aires. New domestic routes included Arcata/Eureka, Calif., and Flagstaff, Ariz.

More record traffic for NY area airports in 2018

New York's airports had another record year in 2018, with the Port Authority's four commercial airports – John F. Kennedy International, Newark Liberty International, LaGuardia and New York Stewart International airports – handling 137.9 million passengers. This breaks the previous record, set in 2017, by 3.8%.

Newark Liberty reported a 6.3% annual increase, JFK reported a 2.5% increase and LaGuardia saw its annual passenger volume rise by 2.3%. New York Stewart reported a 44.2% surge in traffic, driven in part by new, low-cost nonstop service offered by Norwegian Air to destinations overseas.

To accommodate future airport demand, the Port Authority and its private airport partners have committed \$28 billion – the most in agency history – to maintain and build new airport facilities across the system.

At LaGuardia, an \$8 billion rebuilding of the legacy airport is in progress, and in December, the first new concourse in Terminal B opened to the public.

Newark Liberty broke ground

in October for a new Terminal One, which will replace the aging and obsolete Terminal A.

And at JFK, New York Gov. Cuomo announced a \$13 billion project to rebuild the airport, including the addition of 4 million square feet to the

airport's north and south sides to increase airport capacity by at least 15 million passengers annually.

The first new gates of the redeveloped terminal are scheduled to open in 2023 with projected completion in 2025.

Canadian airport DF sales up 6% in 2018, land border sales flat

Duty free sales at Canadian airports reached \$486.6 million in 2018, up 6.65% versus 2017, reports the Canada Border Services Agency.

Perfume, Cosmetics, Skincare, the number one category in Canada's airports with 37.47% of sales, jumped 11.97% for the year. Number two category Alcohol (20% of sales) rose 3.3% in 2018. Tobacco, with 10% of sales, increased 10.63%.

At Canada's land border duty free stores, sales were flat in 2018 (+.43%) reaching \$156.9 million.

Alcohol, by far the biggest category on the land border with 43.55% of sales, was also flat for the year (-.19%). Tobacco, the second most important category on the land border with 22.33% of sales, rose 3.72% in 2018. Perfume, Cosmetics, Skincare (13.43% of sales) slipped less than 1% for the year (-.87%).

Duty Free sales in the Pacific land border region were up 4.99% for the year, to \$24.54 million. Prairie, the smallest land border region with \$8.47 million, dropped 2.49% for the year. Ontario land border sales slipped .94% in 2018, to \$89.76 million. Atlantic-Quebec sales increased 1.73% last year to \$33.88 million.

Hudson Group celebrates the grand opening of Empire State Building Official Store

Hudson Group, in partnership with Empire State Realty Trust, last week unveiled their Empire State Building Official Store, as part of the reimagined Empire State Building Observatory experience.

Located on the 2nd floor at the point of exit, the newly renovated 4,500 sq. ft. retail space offers over 800 items exclusive to the property, including destination mementos, curated souvenirs, and modern luxury, as well as a new shop-in-shop experience, *Empire on Fifth*.

The store design combines the Empire State Building's iconic art deco details with a level of modernity.

Much of the shop's collection is designed exclusively for the Official Store, and includes top name brands such as Greg Norman

Golf, Kate Spade, Lenox, LAMY, Zippo, Solvar, Vineyard Vines, Marley Audio, and many more.

Visitors will also find a Fine Art collection as well as King Kong and Empire State Doorman Bear merchandise, highlighting the ESB's pop-culture history and storied tradition.

The Empire State Building stands 1,454 feet above Midtown Manhattan, and is New York City's most recognizable and celebrated attraction. It welcomes millions of visitors from all over the world every year. The building's famed observatory has just gone through a \$160 million upgrade.

The Empire State Building Official Store is one of more than 300 specialty retail locations operated by Hudson Group.



Three companies with high TR business named to Bloomberg Gender-Equality Index

Three major companies in travel retail -- The Estée Lauder Companies, L'Oréal and Unilever-- were included among the 230 companies selected for the 2019 Bloomberg Gender-Equality Index (GEI). The prestigious GEI distinguishes companies committed to transparency in gender reporting and advancing women's equality.

The index doubled in size from 2018 and includes firms from 10 sectors headquartered across 36 countries and regions. Collectively, these firms have a combined market capitalization of USD9 trillion and employ more than 15 million people, of which 7 million are women, around the world.

Thirteen markets are represented for the first time this year and include Argentina, China, Israel and South Africa.

William P. Lauder, Executive Chairman, comments: "We are honored that The Estée Lauder Companies has been included in the 2019 Bloomberg Gender-Equality Index. As a values-driven company, inclusion and diversity are part of the fabric of who we are, and our practices reflect our unwavering commitment to supporting and celebrating the individuality of every employee."

Bloomberg's standardized reporting framework offers public companies the opportunity to disclose information on how they promote gender equality across four separate areas -- company statistics, policies, community engagement and products and services. Reporting companies that score above a globally-established threshold, based on the extent of disclosures and the achievement of best-in-class statistics and policies, are included in the GEI. The Bloomberg gender reporting framework is voluntary and has no associated costs. The GEI is a reference index.

British Airways to move to JFK T8 in 2022

British Airways has announced it will move to John F. Kennedy International Airport Terminal 8 in 2022. It currently flies out of JFK Terminal 7.

The airline is investing in a new, improved terminal alongside American Airlines as part of a significant reinvestment by the Port Authority of New York and New Jersey. The two airlines have a joint business partnership across the Atlantic, providing up to 70 flights a day from London to the USA.

Over the next four years, more than £250 million (\$344m) will be invested to recreate and customize the terminal, including additional stands, enhanced state-of-the-art baggage systems, new lounges, premium check-in areas and upgraded concessions.

British Airways, saying it "remains committed to improving its customer experience" at Terminal 7 where it will remain until 2022, will invest £52 million (\$65m) for brand new lounges for First and Club World customers and an upgraded customer experience for all custom-

ers in the main areas of the building.

This investment forms part of New York Governor Andrew Cuomo's announcement in October 2018 to reinvest in JFK terminals, among other city improvements.

Duty Free Americas runs the duty free shops at JFK Terminal 7, while International Shoppes has the duty free store concession in Terminal 8.

IS Vice President Matt Greenbaum tells *TMI* that International Shoppes is excited to welcome BA to Terminal 8 in 2022.

"We will be delighted to see British Airways in Terminal 8 in the not too distant future, and look forward to making the necessary adjustments to our operation to accommodate the new traffic," he said.

Duty Free Americas CEO Jerome Falic commented that British Air is not moving until the end of 2022, at the earliest, and that "this was the original plan."

While details are still coming in, he tells *TMI* that there could be a new tender because the space will be expanding quite a bit.

Ray-Ban wins with Scuderia Ferrari collection Formula 1 Tour in airports



Luxottica Group is hailing the success of a series of airport activations promoting the Ray-Ban Scuderia Ferrari sunglasses collection, implemented in a global roadshow to mirror the 2018 Formula 1 schedule.

After kicking off in Europe with high-profile animations at London’s Luton and Gatwick airports, Milan Linate and Vienna International airports, for the British, Italian and Austrian Grands Prix respectively, the roadshow moved on to Mexico City’s Benito Juárez international Airport in

October to coincide with the Mexican Grand Prix, followed by São Paulo–Guarulhos International Airport.

The activations incorporated digital screens, bespoke merchandising units and campaign visuals in-store and on shop fronts.

The Scuderia Ferrari collection comprises five new Ray-Ban styles which include retro-inspired shapes to echo the profiles of racing stars from the 1970s.

Luxottica plans to execute a second Ray-Ban Scuderia Ferrari Formula 1 Tour for in 2019.

Denizen jewelry lands on Turks & Caicos

Caribbean-born jewelry brand Denizen has anchored on the British Overseas Territory of Turks & Caicos

Luxury duty free retailer Royal Jewels is exclusivity distributing Denizen on the archipelago and retailing it at their flagship stores.

Two stainless steel collections are currently available for Turks & Caicos and for the island of Providenciales (site of the international airport).

Coming up are two more collections for Grand Turk island. Created in stainless steel and 14kt gold, the collections will offer “Unforgettable Travel Memories” to the 1.5 million cruise passengers calling at the island annually.

“Turks & Caicos is a prestigious addition to our Caribbean port-

folio,” comments Estelle Baumann, Duty Free Director.

“In terms of travel retail, it is a heavenly market offering a multitude of outlets in a concentrated area: airport duty free, seaport shops, boutiques of luxury resorts and hotels and a VIP flyers lounge. We are speaking about a well-traveled and affluent clientele hence our annual advertising placement in the highly-valued *Discover Magazine*. The publication is available on island as well as hand-distributed onboard United Airlines and American Airlines and at AA Admiral Club lounges in the US so that travelers know where to find Denizen before even boarding their flights.”

For more information, please contact Estelle Baumann at estelle@denizenworld.com.



TECHNOLOGY

MIA launches facial recognition departures

Lufthansa is first airline to replace boarding passes by cameras on flights from Miami

Miami International Airport launched its biometric exit technology at the beginning of February onboard Lufthansa flight 461 to Munich. Passengers were able to board using the facial recognition technology instead of a boarding pass and passport.

Through a partnership between MIA, Lufthansa, U.S. Customs and Border Protection (CBP) and global air transport IT provider SITA, a photograph taken at Lufthansa’s boarding gate is used to confirm passengers’ identities and their authorization to travel. The facial recognition verification process takes less than two seconds with a 99% matching rate, according to CBP. MIA expects to launch biometric boarding with additional airlines this year.

The launch of biometric exit at MIA follows the airport’s February 2018 opening of America’s first all-biometric entry facility at Concourse E, which screens all international arrivals via facial recognition. The facility, which has decreased processing times by as much as 80% for participating airlines, was chosen from among 80 nominations worldwide as the 2018 International Airport Review Award winner in the Passenger Experience and Seamless Travel category.

SITA and MIA have already partnered on a number of innovative travel experience solutions, including Mobile Passport Control and MIA Airport Official, the airport’s mobile app.

In addition to MIA, CBP has facial recognition operations in Orlando, Atlanta, New York JFK, San Diego, Houston (Intercontinental and Hobby), Washington Dulles, Las Vegas, Chicago O’Hare, and Preclearance locations in Aruba, Abu Dhabi, and Ireland (Shannon and Dublin).



Miami International Airport launched biometric exit technology on the Lufthansa flight to Munich on Feb. 4, 2019.



HMSHost helps airport travelers share love and joy with 1,000 Acts of Kindness

This Valentine's Day season global restaurateur HMSHost ran a Share Your Love campaign in airports across the U.S. to show its appreciation to its guests by giving them the tools to deliver a random act of kindness to others.

The Share Your Love campaign encouraged travelers to "pay it forward" with the *1,000 Acts of Kindness* experience, and also create cheerful notes for children's hospitals. The campaign also included a signature Valentine's Day-themed cocktail, along with a social media contest to inspire spreading joy outside of airports.

"In today's world, we can all benefit from some positivity.

HMSHost has set out to create memorable occasions in the traveler's journey that not only adds an engaging airport experience, but most importantly empowers each traveler to take a moment and share kindness with their fellow travelers," said HMSHost Vice President of Marketing and Communications Atousa Ghoreichi.



The goal to deliver 1,000 Acts of Kindness took place over several weeks in select airport terminals.

Travelers pick an Act of Kindness card containing a kindness mission. Examples included: give a rose to a fellow traveler or airport employee; provide a box of chocolates to a flight crew; or buy a coffee for the person behind them in line. HMSHost supplied the traveler with the item to carry out the Act of Kindness.

Each participating airport featured an HMSHost Share Your Love message board where travelers could post messages on fun cards for kids in hospitals. The notes were delivered to children's hospitals to bring a bit of Valentine's Day happiness to kids and families in need.

HMSHost offered travelers who wrote a card for the Share Your Love board a premium dark chocolate bar and Valentine's Day card, including a 15% discount offer at participating HMS-Host dining locations.

The Share Your Love events took place at Charlotte Douglas International Airport, Chicago's O'Hare International Airport, George Bush Intercontinental Airport (Houston), Hartsfield-Jackson Atlanta International Airport, Miami International Airport, Nashville International Airport, Orlando International Airport, Palm Springs International Airport, and San Francisco International Airport.

Absolut Drop turns actions of hate into Symbols of love

Absolute Vodka has launched Absolut Drop, a new limited edition bottle that turns actions of hate into symbols of love.

Absolut traveled to racist and anti-LGBTQ protests across the globe and collected hate and intolerance-filled signs and placards. This ink was then extracted and repurposed to spread a better message of positivity.

To raise awareness of this powerful message, Pernod Ricard Global Travel Retail partnered with influencers around the world to initiate a global conversation on what love means—from Miami to Berlin, Singapore to New Zealand.

The campaign reached almost 400,000 people worldwide, with an overwhelming response. More than 11,000 consumers, of different ages, genders, races, religions and cultural backgrounds, engaged with the campaign.

Pernod Ricard Global Travel Retail says the launch of Absolut Drop and its unifying message of



love and peace is just one example of how the company is using its global platform to unite travelers and break social barriers.

"...from the messages shared it is clear that love is a true driving force for good in the world today," says the company.

WanderSafe & Beacon:

Travel Retail's first safety device takes flight

The Beacon, a **non-violent personal safety device** that has a huge potential in travel retail, has now launched on its first airline. Currently it is exclusively onboard Etihad Airways, where the flight crew heralded it as "the most innovative product to be sold inflight this Spring at the Retail in Motion Inflight Retail Show in Abu Dhabi."

Developed by a female frequent business traveler, Stephenie Rodriguez, in collaboration with a global security expert, the beacon is a powerful and discrete hand-held gadget with a high-lumen flashlight, a strobe designed to disorient in a confrontation, and a twist to signal 140 decibel alarm that delivers a piercing noise to attract attention.

The Beacon is optimized to be paired with a free smartphone application, WanderSafe, which premiered at the 2018 TFWA Digital Village in Cannes (where it connected with Retail in Motion on the day of its debut).

WanderSafe also works with the beacon to provide traveler's with location safety information.

"WanderSafe is a fantastic tool to keep women (but also men and children) safe. If a woman is attacked, the aggressor is transfixed by a strobe light and at the push of a button an emergency message is sent via the app to three contacts. We think it is perfect for cruise duty free and Caribbean operators, in addition to the airlines," Rodriguez tells *TMI*.

"I'm delighted to see the Beacon take flight on one of the world's finest airlines. We've been working closely with Retail in Motion to bring the Beacon to market and help us deliver on our mission of 1 billion lives positively impacted by 2025 through safer and more informed travel on the ground," she added.

WanderSafe's social impact mission also features a 'buy one-give one back' program wherein a Beacon is donated to communities in need through partnerships with Crime-Stoppers International and Airline Ambassadors.

For more information about Beacon and WanderSafe's travel safety ecosystem please contact Stephenie Rodriguez stephenie@jozuforwomen.com or visit <http://www.wanderSafe.com>



Breitling has an opening for an
Area Sales Manager
Based in Miami

The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

Key Responsibilities:
Development of the Business and our Commercial Partnership:

- Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

- Account Management:**
- Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
 - Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
 - Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

- Ideal Candidate:**
- Position based in Miami office.
 - Degree or equivalent experience
 - Solid experience in wholesale of jewelry/watch or luxury goods brands.
 - Strong communication and problem-solving skills.
 - Excellent organizational skills.
 - Proficiency with computer programs including MS Office Suite, Excel and Power Point
 - Entrepreneurial spirit.
 - Regional sales experience Caribbean/LATAM
 - Ability to travel 40-50%
 - Bi-lingual English/Spanish

Interested applicants email resume to:
info@breitling.bs



Ares Distributors Inc.
has an opening for a
Sales Manager
based in Miami.

Reporting to the Sales Vice President, the Manager is responsible, in coordination with the VP Sales USA Latin America & Caribbean, for the development of the sales of the Brands in Travel Retail Caribbean.

The position involves achieving areas sales budget, target sales margins, customer satisfaction and service, respect of budgeted collections and development of the company image and the Brands' portfolio.

The Candidate must have skills for planning, standing, customer service orientation, sales track record and knowledge, and be objective driven.

Must be fluent in English & Spanish.

Please forward resume to:
omichel@aresdistributors.com



Hershey's The World Travel Retail (WTR) group has an immediate opening for an **Associate Customer Marketing Manager**.

Based in Miami, Florida, or London, U.K., the ideal candidate will be responsible for projects and activities in support of specific WTR geographic regions and Commercial Sales Team. The Associate Customer Marketing Manager should possess strong marketing and analytical skills with previous experience in brand or customer marketing with a top tier consumer products company.

Key Responsibilities:

- Develop region specific customer account marketing plans aligned to the global marketing principles, corporate strategic imperatives and WTR global strategy for design and promotions.

- Manage all coordination of promotional elements for activations to include POP Material, GWP's, Sampling Stock, and Displays.

- Support commercial team needs in development of merchandising units at retail in collaboration with creative design agency.

- Support for implementation, planograms, customer training decks, and presentations to support the commercial team selling initiatives.

Qualifications:

- Superior strategic thinking and planning
 - Retail travel experience
- Overall business knowledge and holistic general management approach
- Demonstrated strong organization skills and ability to multi task
 - Understands how strategies and tactics work in the marketplace. Maintains working knowledge of competitors as well as current and possible future policies
 - Pushes self and others to exceed goals and achieve breakthrough results
 - Establishes and maintains constructive and effective relationships built upon trust

Experience requirements:

Education: Bachelors Degree in Marketing, Business Administration or related fields; MBA degree preferred
Experience: Minimum of 3-5 years' experience in marketing or sales role working with cross-functional

Please apply at -
<https://careers.thehersheycompany.com/us/en/job/HERSA005H5037/Assoc-Mgr-Customer-Marketing>