

CALVIN KLEIN

Dufry signs new cruise ship retail contracts with Holland America, Carnival and NCL

Dufry continues to expand its onboard ship retail business, and recently added 10 more ships to its cruise portfolio.

Dufry last week announced that it has signed a new contract with Holland America Line to operate shops onboard eight ships, added a new contract with Norwegian Cruise Line to operate shops on the *Bliss* and signed an additional agreement with Carnival Cruise Line to operate shops on *Carnival Inspiration*.

With these new contracts, Dufry will add close to 2,800 sqm of retail space, representing a major expansion and further supporting the growth and development of the cruise line channel, says the company.

The Holland America contract covers the operation of gift shops onboard eight ships for the next five years. HAL is a subsidiary of Carnival Corp. Combined with the shops onboard *Carnival Inspiration*, the two contracts total 2,000 square meters of retail space, and strengthen Dufry's partnership with the Carnival Corporation, which started in May, 2017 with operations onboard *Carnival Sensation* and *Carnival Valor*.

Building on its long-term partnership with Norwegian Cruise

Line (NCL), Dufry's new contract with the *Norwegian Bliss* is for four years, with operations starting in April 2018 and with an option to extend for another year. The retail space will cover 750 sqm offering all product categories, including fine jewelry.

Holland America Line

The new agreement with Holland America Line covers a total of 1,744 sqm of retail space across

eight ships. The shops will offer all core categories such as liquor, tobacco, perfumes and cosmetics and confectionery along with sundries, souvenirs, apparel, leather and fashion accessories, sunglasses, electronics, souvenirs and fashion & custom jewelry.

Dufry and Holland America will also develop a new souvenirs and logo program that will reflect the premium cruise line brand.

Continued on next page.

Starboard Cruise Services named 2018 DFNI Asia Pacific Cruise/Ferry Retailer of the Year, signs multi-year deal with Costa Cruises

Starboard Cruise Services has been awarded the DFNI Asia Pacific Cruise/Ferry Retailer of the Year. This is the fourth consecutive year that Starboard, an LVMH Moët Hennessy Louis Vuitton company, received the award from *Duty Free News International* during the recent TFWA Asia Pacific Exhibition & Conference in Singapore, and reflects the company's dominance of the cruise retail market in Asia.

The DFNI Awards recognize excellence in the travel retail and duty free sectors throughout the

world and are judged by a panel of respected executives from across the industry.

Starboard's winning entry coincides with its year of record-breaking results, including its outstanding performance in the Asian market.

Starboard's top position in cruise retail is due to its experiential retail approach focused on entertainment, discovery, guest-to-guest connections and exceptional hospitality via the best retail talent in the cruise industry, says the company.

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PEOPLE

Kudos to **Nadine Heubel**, CEO at **Heinemann Americas Inc.**, who was recently named one of the top 10 women business leaders in Florida by the **The Commonwealth Institute of South Florida**. The Commonwealth Institute (TCI) is a non-profit organization devoted to advancing businesswomen in leadership positions. Heubel thanked her entire Heinemann team for its work making the company a success in the US.

Debra Perelman has been appointed the first female Chief Executive Officer of **Revlon**, a company that's majority owned by her father, **Ronald Perelman**.

Perelman, 44, takes the helm as CEO and president of Revlon just months after she was appointed Chief Operating Officer in January. She has worked at Revlon – which also owns **Elizabeth Arden**--for 20 years.

Debra Perelman started working at Revlon in 1998 and became a member of the Revlon board in 2015. She was previously EVP at Revlon and head of new business development for its holding company, MacAndrews & Forbes.

Shiseido has promoted **Jill Scalamandre** to president of **Bare Escentuals**, in addition to overseeing the **Buxom** brands. Scalamandre is also president of Shiseido's **Global Makeup Center of Excellence** in New York City.

The experienced executive formerly worked at Coty where she was responsible for leading the marketing strategies of the philosophy and Lancaster brands, and before that worked with skincare brands Strivectin and NIA24, as well as at Avon, Prada and Revlon.

Scalamandre succeeds **Susan Jurevics**, who joined Shiseido as president of Bare Escentuals almost one year ago.

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

Dufry signs new cruise ship retail contracts with Holland America, Carnival and NCL

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Holland America Line is based in Seattle, Oregon, with a fleet of 14 ships covering routes in Alaska, the US West and East Coast, the Caribbean, North and South Pacific and South America.

NCL Bliss

Dufry was awarded to design and build the retail spaces onboard NCL's new vessel, the *Bliss*. The *Bliss* commenced operations in spring and will cruise in its debut season from Seattle to Alaska and to the Caribbean during the winter months. The ship belongs to the Breakaway Plus Class and has a capacity of 4,000 guests.

With 750 sqm of retail space, Dufry will offer all product categories including fine jewelry. The assortment will include MontBlanc, Hublot, Tag Heuer, Longines as well as Colombian Emeralds International in combination with EFFY in fine jewelry; and brands such as Chanel, Dior, Clinic, Estée Lauder and Lancôme within beauty.

The retail offer also features a shop-in-shop concept where Dufry will offer products designed by marine artist Wyland who has created the iconic hull art featuring dolphins.

Carnival Inspiration

Dufry has also begun operations onboard the *Carnival Inspiration*, covering close to 250 sqm of retail space. The program includes all core categories plus fine watches, fashion and custom jewelry.

Carnival Inspiration, a Fantasy-class ship first commissioned in 1996, will cruise the US West Coast year round with 2-5 day cruises between Los Angeles and Mexico. Dufry Cruise Services also operates stores onboard the *Carnival Sensation*, which debuted in 1993 and offers 2-5 day cruises from Miami to the Bahamas, Cuba and the Caribbean; and onboard the *Carnival Valor*, a ship in the post-Panamax Conquest-class, that offers 2-5 day and 6-9 day cruises from Galveston, Texas and New

Orleans, to the Caribbean and the Panama Canal. The *Sensation* and *Valor* contracts were taken over in May and June last year.

Dufry's cruise business reaches new levels

With these new contracts, Dufry will increase its presence in the cruise line channel from 17 to a total of 27 ships, covering routes in the Caribbean, Europe, Alaska and Asia. Going forward, Dufry plans to continue expanding in this segment following the first initiatives started last year.

The cruise line channel is growing globally. According to a survey conducted by CLIA (Cruise Lines International Association), the majority of travel agents reported an increase in the volume of cruise-based sales in 2017 equal to a weighted average of +7% growth, which represents +2% growth versus the previous year.

Diaz comments

Julían Díaz, CEO of Dufry, commented: "We are pleased with the new contracts signed as they illustrate our expertise and the strength of our portfolio with several different retail formats and at the same time will allow us to further extend our reach in relevant markets through a very interesting travel retail channel. We will continue to develop and expand our market share in cruise lines and we are very excited with this new endeavor."

"One of Dufry's main ambitions along the years has been very clear: to grow in touristic destinations and the cruise market has been playing an important role in this context, being one of the most dynamic channels in recent years."

He adds: "We would like to thank Holland America Line, Norwegian Cruise Line as well as Carnival Cruise Line for entrusting Dufry with the mission of serving their passengers while offering excellence in our services within all our shops. We are confident that this successful alliance will support



The 4004-passenger Norwegian Bliss has claimed the title of the biggest passenger ship to transit the Panama Canal.

us in developing even further our operations within the cruise line segment."

Holland America President Orlando Ashford, adds: "We are reimagining the onboard shopping experience at Holland America Line by bringing on more regional

items, premium products and quality logo gear," he said. "Just as we have elevated many areas of our cruise product over the past few years, we anticipate that the retail enhancements will be popular with our guests and establish us as a retail leader in our industry."



CALVIN KLEIN

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LATAM & Caribbean TR: Diana Escobar,
Diana.Escobar@SwatchGroup.com

Starboard strengthens dominance of Asia Pacific retail cruise market with multi-year deal with Costa Cruises *Continued from page 1.*

Starboard partners with such global brands as Tiffany & Co., Bulgari, Cartier, Dior and others.

“We’re honored to be chosen as DFNI’s 2018 Asia Pacific Cruise Retailer of the Year,” said Beth Neumann, Starboard President and CEO. “It is a proud moment as we celebrate a banner year of results during our 60th anniversary year. This recognition validates our position as the leading cruise retailer in Asia, and throughout the world.

“We are also proud to consistently win contracts for the newest and largest cruise ships by the most prestigious cruise lines in the world. Our success is our approach to experiential retail that rivals any other shopping experience on land or sea, our highly trained sales associates who forge amazing relationships with passengers, and exciting brands that make shopping at sea one of the most enjoyable aspects of a cruise.”

The Asia cruise market continues to grow at a rapid pace, and Starboard currently operates 10 ships in the market and will soon add more.

Adds two Costa newbuilds

A newly executed retail agreement with Costa Cruises includes retail operations for Costa’s first ship purpose-built for the Asia market, *Costa Venezia*, launching next year. Starboard will also operate retail for *Costa Smeralda*, the line’s 2019 newbuild for the European market.

Starboard is also the exclusive partner for Royal Caribbean International in Asia, currently operating on three vessels in the region and expanding its roster of new ships with *Spectrum of the Seas*’ Asia debut in 2019.

In 2017, Starboard debuted new first-at-sea concepts in Asia for Dream Cruises’ *World Dream*. These included the first Tiffany & Co. boutique on an Asian ship featuring *High Tea with Tiffany* with guests enjoying Tiffany treats and British delicacies. *World Dream* also featured the marine debut of a Dior Jewelry and Watches boutique, with private viewing events and trunk shows in celebration of Dior’s then 70th anniversary.

By 2020, Starboard will operate over 360,000 square feet of cruise ship retail space, with more than 750 brands on 90+ ships, and delivering the strongest retail results in the industry.

Starboard is launching three new ships in 2018 including *Carnival Horizon*, with the largest retail space in its fleet, Royal Caribbean’s *Symphony of the Seas* and *Celebrity Edge*.

Starboard also recently signed multi-year retail contracts to operate on nine Carnival ships; all Costa Europe ships, three Costa Asia ships, and three of Norwegian Cruise Lines’ newest ships.

In 2019, Starboard is confirmed to launch four of the industry’s most important mega ships.



Starboard Cruise Services opened Asia’s first Tiffany & Co. store at sea onboard *Genting’s World Dream* cruise ship last November.

Carnival Corp.’s Holland America to acquire port, railroad and retail operations in Alaska

Carnival Corporation & plc’s Holland America Princess Alaska Tours subsidiary has entered into an agreement with TWC Enterprises to acquire its White Pass’ port, railroad and retail operations (WP& YR) in Skagway, Alaska.

The transaction is scheduled to close on July 31, 2018 subject to customary closing conditions.

Holland America Princess Alaska Tours also executed a memorandum of understanding (MOU), that creates a joint venture with Survey Point Holdings, Inc., making Survey Point the managing partner of the port, White Pass Scenic Railway and the associated retail operations that Carnival Corp. is acquiring from TWC Enterprises. Survey Point is based in Ketchikan, Alaska.

The MOU partners plan to make investments to enable continued economic development and job growth in Skagway and the surrounding region. The investments include expanding the docking facilities to accommodate the newest generation of cruise ships, a

key to the port’s long-term success.

Survey Point and its subsidiaries have been actively engaged in Skagway operations for over 40 years. Under the agreement, Survey Point will continue managing WP & YR’s day-to-day terminal operations and customer relations.

“As the gateway to the legendary Klondike Gold Rush region, Skagway is beloved by our guests and crew for its warm hospitality and distinctively Alaskan array of sightseeing and recreational activities,” said Stein Kruse, group CEO of Carnival Corporation & plc’s Holland America Group and Carnival UK.

“We are delighted that the Skagway port will continue to be locally owned and independently operated by an Alaskan company. Along with Survey Point, we have a long and valued history in Alaska, and remain very committed to the continued development and success of the entire region as one of our most popular destinations.”

Carnival Corp. & plc. will retain a minority position in the enterprise.

L’Oréal and Valentino sign beauty/fragrance license

L’Oréal and Valentino have signed a long-term worldwide fragrance and luxury beauty license under the Valentino brand.

Founded in 1960 in Rome, Maison Valentino holds a unique role in the luxury universe thanks to its long standing tradition in Haute Couture and the innovative contemporary vision of Creative Director Pierpaolo Piccioli. Valentino today embodies the image of extraordinary and modern beauty, and as such, provides a strong inspiration for fragrance and beauty creation, says the company. The top three most popular fragrances today are *Valentino Donna*, *Valentino Uomo* and *Valentina*.

The agreement will be effective as of January 1, 2019, after customary regulatory approvals.

Calvin Klein Watches & Jewelry launches new corporate identity and celebrates new lines

Calvin Klein Watches + Jewelry Co. Ltd, a joint venture between Calvin Klein, Inc. and the Swatch Group, hosted a special, invitation-only dinner during Baselworld in March hosted by **Carlo Giordanetti**, President of Calvin Klein Watches + Jewelry. The dinner celebrated the new 2018 Calvin Klein Watches + Jewelry global campaign and marked the unveiling of a new master brand corporate identity.

The new corporate identity reflects the iconic Calvin Klein brand – modern, minimal and precise. Sporting all upper case letters in black lettering against a white background or white lettering against a black background, the new logo defines a new perspective for Calvin Klein the entity rather than the individual, says the company.

The company explains that the change to upper case communicates subliminally creative change with confidence, transparency and authenticity. The new Masterbrand logo will be used in all internal and external corporate communications, for life-style multi-brand shops, and multi-categories.

The image reflects the new creative leadership under Raf Simons who became chief creative officer in August of 2016.

Under Simons' direction, the 2018 campaign opens a new chapter for Calvin Klein Watches & Jewelry, celebrating the brand's DNA by paying tribute to Ameri-

can aesthetics that showcase intimate, timeless and authentic moments of youth. This identity is characterized in both the design and the spirit of the watch and jewelry collections.

Shot on-location in California by photographer **Lachlan Bailey** and graphically combined with still-life photographs shot by **Anthony Costifas**, the dynamic campaign revolves around the concept of youth in a dreamlike state and highlights intimate moments and a New Americana. Styled by **Melanie Ward**, the campaign features models **Lulu Tenney** and **Fernando Albaladejo** as part of an influential cast of eight Calvin Klein models who are also featured in other current Calvin Klein campaigns connecting the imagery through consistency and iconography across multiple brand categories. The striking landscape-driven visuals also showcase the vintage American quilts that are featured in other key Calvin Klein brand campaigns this season.

Calvin Klein Watches was the first Swiss made designer brand in the market when the US designer began working together with Swatch in 1997. The watch brand has been an international leader ever since and is now available in 7,000 POS worldwide. The jewelry collection launched in 2004, and became an immediate success as well. Global retail sales of Calvin Klein products exceeded \$8 billion in 2015.

Spirit Airlines extends inflight partnership with Retail inMotion

U.S.-based low-fare airline Spirit Airlines has extended its partnership with Retail inMotion to manage its fully-outsourced onboard retail program for another three years.

The contract between Retail inMotion, which is based in Ireland, and Florida-based Spirit Airlines, began in 2014, includes category and supply chain management, catering delivery and the continued use of Retail inMotion's proprietary technology solutions.

Under the new contract, Spirit will introduce an upgraded payment solution from Retail inMotion allowing Spirit's crew to process orders and take payments on board using an iPad Mini 4 fitted within a custom-designed and unique sled.

Spirit states that it aims to provide the lowest total price to their guests by offering an unbundled pricing approach. Spirit operates more than 500 daily flights to 65 destinations in the United States, Latin America and the Caribbean.

JCDecaux signs deal to access CiR Global Airport Intelligence

JCDecaux has signed an exclusive contract with CiR (Counter Intelligence Retail - an NPD Group company) to be the only media company to have access to CiR's Global Traveller Statistics service. The contract will run over several years, giving the JCDecaux Global airport division exclusive access to CiR's global air travel intelligence and data.

The agreement with CiR gives every JCDecaux airport direct access to the global passenger and traffic information of 550 airports, and CiR's 'Time of Day / Day of Week' module, which provides a detailed forward-looking view of precise passenger numbers by terminal, by nationality, by day of week and time of day. With this intelligence, JCDecaux can offer its clients campaigns that precisely target both departing and arriving passengers based on their nationality, traveler profile and shopping preferences.

The JCDecaux airport business encompasses concessions in 218 airports, including 12 of the top 20 airports worldwide, representing more than 40,000 advertising panels across 38 countries.



Left: The presentation of the 2018 Calvin Klein Watches & Jewelry collections in Baselworld also unveiled Raf Simons' new campaign vision and logo for the brand.

Zamora launches Licor 43 Baristo

Spanish wine and spirits producer Zamora Company has launched Licor 43 Baristo, a fusion of Licor 43 and coffee from the Canary Islands.

The new liqueur is a response to consumer demands and the booming coffee trend, says Zamora Company. Licor 43 Baristo contains exclusive coffee from the island of Gran Canaria, Spain, where local farmers have been growing the Arabica Typica varietal for more than 200 years.

Licor 43 Baristo's packaging was designed to pay tribute to the coffee universe. A black coating was added to the base of the bottle, which fuses into transparent glass to showcase the dark golden color of the liquid.

The design of the label, based on the 43 logo, was inspired by the art-deco style in classic cafés at the beginning of the 20th century.

"This is the second sub-brand in Licor 43's history, after the successful launch in 2016 of the award winning Licor 43 Orochata. Licor 43 Baristo responds to consumer demands for natural and complex liquids and the booming coffee trend. The liquid is like no other, offering consumers a completely different drink experience, the best of Licor 43 and the rare & special Canary Island Coffee," says Thomas Clamens, managing director at Zamora Company International.

Licor 43 Baristo will be available in selected retail stores in the Americas in Brazil, the Dominican Republic, Puerto Rico and Canada, as well as in Holland, Germany, Austria, and the global travel retail channel.

Its distribution will be rolled out little by little throughout 2019 to other markets.

Tito's goes global with Dufry

Tito's Handmade Vodka is extending its relationship with Dufry to become a global partner from next month.

Tito's has been listed with Dufry in the Americas since 2014, but the extended partnership adds listings in airports across the group, with a presence in the company's remaining three divisions: Southern Europe & Africa, UK Central & Eastern Europe and Asia, Middle East & Australia.

Within the new agreement, locations include London Heathrow, London Gatwick, Stockholm, Helsinki, Madrid, Lisbon, Athens, Zurich and Jordan amongst others.

Tito's Managing Director International, John McDonnell, says: "This new global partnership represents a significant breakthrough for Tito's and reflects our rapid expansion into new domestic markets. Tito's is a phenomenon, a trailblazer of the craft movement and a brand loved for its authenticity. Following its unequivocal success in the Americas, we are delighted that Dufry now recognizes the value Tito's will add to its entire global operation and look forward to bringing Tito's story and the craft movement to life for their customers and replicating our Americas success in other parts of the world."

Tito's will be supported in selected locations with sampling and activation in-store later in the year.

Diageo launches new Johnnie Walker limited edition exclusively with Dufry

Diageo Global Travel will launch Johnnie Walker Black Label Triple Cask Edition in travel retail this month, exclusively with Dufry.

Crafted using three Speyside Malts from Blair Athol, Cardhu and Strathmill and matured in a combination of Bourbon, Caribbean Rum and Scotch Whisky casks, the new limited edition whisky was inspired by the iconic Johnnie Walker Black Label.

"We're excited to launch Johnnie Walker Black Label Triple Cask Edition as part of an exclusive partnership with one of our key global customers, Dufry. The team at Dufry have supported us in creating a number of inspiring in-store and digital experiences that I am confident whisky fans will love," says Roger Jackson, Commercial Director Europe & Middle East of Diageo Global Travel.

Eduardo Heusi Pereira, Global

Category Director Liquor, Confectionery & Tobacco said: "To have Johnnie Walker Black Label Triple Cask Edition exclusively available in Dufry stores is a marvelous addition to the portfolio of whiskies available in our stores. It offers whisky drinkers the opportunity to explore a lively expression of Johnnie Walker Black Label that would make a unique gift for travelers.

"This first of its kind partnership will see a full 360 global launch which includes headline sponsorship of our Dufry summer festivals, stand-out activations in-store and the opportunity to reserve and collect online in advance. This will be a truly engaging experience for our customers."

Johnnie Walker Black Label Triple Cask Edition will be exclusively available at Dufry and will be distributed in over 300 stores worldwide from June 2018.

IWSR: Global alcohol consumption reverses decline in 2017

Total global alcohol consumption grew slightly in 2017, increasing by 3.5m nine-liter cases versus 2016, according to data released by the IWSR, with Asia-Pacific and the Americas the regions showing the fastest-growth.

The very modest growth of 0.01% follows a decline of -1.25% in 2016. Wine contributed to the largest gain in global volume, followed by cider. Spirits declined marginally due to losses in the CIS. Beer and mixed drinks consumption continued to decline.

After a static year in 2016, still wine gained 12m cases in 2017 (+0.5%). Italy, Russia and the US were the top growth markets for still wine, while the UK and France saw the largest declines. Cider and sparkling wine growth in the UK counteracted the decline of still wine, and in France beer consumption rose strongly.

Asia-Pacific and the Americas

The continued growth of baijiu in China is the main contributor to the Asia-Pacific volumes, but whisky also performed well in the region, adding 2.7m cases between 2016 and 2017 (+1.2%). Whisky grew by 2.7m cases in the Americas (+3.2%), and vodka added 1.7m cases (+1.8%). Agave-based spirits were the best-performing category in the region by percentage growth, growing 5.3%, adding 1.4m cases. The CIS was the only region to see a decline in spirits consumption, falling -7.6% (25.2m cases), due to the decrease of vodka consumption in Russia and Ukraine. Government pressures and generational shifts contribute to these ongoing declines.

Percentage-wise, agave-based spirits were the fastest-growing category globally (+5.2%), followed by gin and genever (+4.5%) and whisky (+2%). The US was the largest-growth market for agave-based spirits and whisky, and the UK was the largest-growth market for gin.



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REQUIRED QUALIFICATIONS, EXPERIENCE AND SKILLS

Solid experience in managing a luxury goods brand. Ability to effectively communicate 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

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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:

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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 cross-functional 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-manager-americas-travel-retail-us-miami-fl-177.aspx>

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This position provides daily support in the department by ensuring high levels of communication and performance with internal and external customers.

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CLARINS, a luxury beauty brand,
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Responsibilities include, but are not limited to:

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

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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.
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