

TFWA announces Chanel GTR Director Hervé Ducros as VP Marketing



Hervé Ducros, TFWA's Marketing Vice-President

The [Tax Free World Association](#) (TFWA) Management Committee has elected Hervé Ducros, Chanel's Global Travel Retail Director as the Association's Marketing Vice-President, following Melvin Broekaart's retirement from the Board. Ducros's mandate will run with immediate effect until the next election which will be held in October 2024 in Cannes, according to a press release.

"I would like to give a warm welcome to Hervé Ducros as TFWA's new Vice-President of Marketing. He has been a long-time Management Committee member and previously sat in the TFWA Finance sub-committee. Hervé's expertise will be an invaluable asset to TFWA and he will undoubtedly bring a wealth of fresh perspectives to our Association. I would like to offer my thanks to Melvin Broekaart for his hard work and commitment as a member of the Board," said Erik Juul-Mortensen, TFWA President.

The following Board members announced in October 2022 remain:

- Donatienne de Fontaines-Guillaume MOËT HENNESSY (VP Commercial)
- Arnaud de Volontat ALTIMETRE (VP Conference & Research)
- Frédéric Garcia-Pelayo INTERPARFUMS (VP Finance)
- Sam Gerber WORLDCONNECT AG (VP Corporate)