

m1nd-set announces key promotions to support post-COVID growth

m1nd-set has promoted three key members of its travel retail and research teams to further consolidate its position as the leading provider of travel data and consumer insights for the travel sector and travel retail industry. The announcement comes following a historic year, during which the company has been able to weather the COVID-19 storm.

Effective as of June 1, Clara Susset, Travel Retail Research Director, will be promoted to Chief Operating Officer, and Camila Estrada, Project Manager at m1nd-set will be appointed Head of Travel Retail Research. She joins Anna Marchesini, Head of Business Development, among the senior management team at m1nd-set.

After a challenging 2020, during which m1nd-set was impacted, like many travel-related companies, by the global lockdown on international travel due to the pandemic, the research agency has seen a marked upturn in interest in consumer insights and travel data from its unique *Business Intelligence Service (BIS)* customer segmentation and traffic data tool. m1nd-set's recent Hainan syndicated study has been the most successful syndicated project in the company's history. Key highlights from the study will be presented by m1nd-set at the upcoming TFWA Asia Pacific Hainan Special Edition event. As a result of the marked increase in interest from returning clients across all categories and sectors, the past two months have been the busiest for the team in more than a year.

As recently announced, with the launch of The Travel Retail Consumer Forum, the first industry event dedicated solely to the consumer perspective, m1nd-set has ventured into the conference business for the first time. The Travel Retail Consumer Forum, which is a joint venture between m1nd-set and TRBusiness, will be held in London from September 20 - 22.



Clara Susset, Chief Operating Officer at m1nd-set



Camila Estrada, Head of Travel Retail Research at m1nd-set



Anna Marchesini, Head of Business Development at m1nd-set

“Clara and Camila have been key to m1nd-set’s successful growth in recent years. Their commitment to the company and our clients is truly exemplary. We are sincerely proud to have the best data analysts in the industry working with the m1nd-set team. The strong loyalty of our clients is a testimony to the team’s professionalism and dedication.

Clara is well known throughout the industry for her analytical expertise and has shown excellent management skills in her role as Travel Retail Research Director. As COO, she will be of big support, as we move into the next development stages of the company. Camila will also be instrumental in taking the company forward, as she joins Anna among the senior management team.

Camila has proved to be a valuable asset to the team and I look forward to seeing her develop further in her new leadership role. Anna has demonstrated to be very efficacious in her Business Development activities in the past years. She has successfully represented m1nd-set at various conferences around the world and won several new clients,” comments Peter Mohn, Owner & CEO, m1nd-set.