

# Edrington Global Travel Retail announces leadership changes



New to the Edrington team are Wilcy Wong and Alessandro Felicani

[Edrington](#) Global Travel Retail (GTR) has announced a number of changes to its Senior Leadership Team across its Marketing and Commercial functions.

Taking on the role of Marketing Director, Edrington Global Travel Retail is Alessandro Felicani, who joins from the beauty industry. He most recently led brand strategy and development for Shiseido-owned brands NARS and Drunk Elephant in Asia-Pacific and Korea. Prior to his tenure at Shiseido, Alessandro managed the full Luxury Portfolio for Coty in South East Asia and India following a period as Global Marketing Director for HUGO BOSS.

"As a passionate luxury brand builder I'm excited to play my part in The Macallan's ongoing premiumization journey in the dynamic travel retail channel," said Felicani, in a brand press release. "Across every touchpoint with shoppers - from in-store to offline - we are looking to elevate the experience we deliver, recruiting new consumers into the luxury spirits category and strengthening The Macallan's leadership."

Based out of Singapore, Alessandro will oversee marketing strategy in Global Travel Retail across Edrington's portfolio of ultra-premium spirits, in particular strengthening The Macallan's position in the channel through a sharpened luxury focus.

Also joining the team in Singapore is Wilcy Wong, who will assume the role of Commercial Director, Global Travel Retail. Wilcy has spent the last 15 years at DFS, where she has gained a wealth of experience in commercial and retail merchandising roles based in Hong Kong, San Francisco, Macau and Singapore. During her tenure she oversaw the establishment and growth of the DFS Four Seasons and City of Dreams Gallerias, while also managing DFS tenders for Singapore Changi and other international airports.

"This is an incredibly exciting time to be joining the Edrington Global Travel Retail team, with The Macallan's leadership in luxury spirits going from strength to strength," said Wong in the press release. "Partnership lies at the heart of our strategy to create value and drive growth, and I look forward to working with our retail customers to deliver on this vision."

In her new role, Wilcy will be responsible for all commercial functions across the Edrington Global Travel Retail business. She replaces Helen Wong, who has recently been promoted to the role of Managing Director, Edrington Taiwan, effective February 1, 2023.

"As we continue to strengthen The Macallan's luxury credentials in travel retail I'm delighted to welcome Wilcy and Alessandro to the Edrington Global Travel Retail team, both of whom bring a wealth of experience and insight. Wilcy has a strong understanding of the commercial dynamics in travel retail, framed through a luxury lens. With partnership a key pillar of our strategy, Wilcy's experience with one of travel retail's leading luxury retailers will give us new perspective on how we can partner more effectively.

"Alessandro's deep experience in the beauty industry will bring a fresh frame of reference to our

marketing program and premiumization efforts. His understanding of luxury brand building, particularly with Asian consumers, positions him perfectly to drive our next wave of consumer recruitment and brand activation, with a strong emphasis on our digitalization journey and shopper insights.

"I'd also like to thank Helen for her stellar efforts during an extremely difficult period for our industry over the last three years. Helen's commercial acumen and leadership have been invaluable in navigating a challenging landscape and emerging rapidly into recovery and growth mode. We wish her every success in her new role, an amazing opportunity in one of The Macallan's key global markets," commented Jeremy Speirs, Regional Managing Director, Edrington Global Travel Retail.