

# Ferrero appoints Guillaume Voisin as Head of Sales



Guillaume Voisin, Head of Sales, Ferrero Travel Market

Ferrero has announced the appointment of Guillaume Voisin to the role of Head of Sales, Ferrero Travel Market with effect September 1, as respected travel retail executive Maurizio Cartone moves on to a senior position at Ferrero's Luxembourg headquarters.

Guillaume Voisin is an experienced Head of Sales and strong business development professional with a demonstrated history of working in the consumer goods segment and the travel retail industry. After two years in the Middle East and Africa and six years in Asia Pacific as Ferrero Travel Market Regional Head of Sales, in August 2020 he moved to Luxembourg to take responsibility for Travel Market Sales for Europe & Americas.

"Maurizio Cartone has been the pivot of the international sales force for Ferrero Travel Market for

eight years, defining our sales strategy, negotiating contracts and managing a team of sales professionals who ensure that our brands are front of shelf in global travel retail outlets. Working with the trade marketing team, he has facilitated the development of our core range and a wide selection of innovative travel exclusive products. His contribution to the development of Ferrero Travel Market has been immense! We wish him well in his future endeavours.

“Given his broad knowledge of sales and marketing and his 10 years’ experience in Ferrero Travel Market, we are confident that Guillaume Voisin will be an excellent fit for our team and we look forward to working with him to drive Ferrero to future success in travel retail,” says Sergio Salvagno, General Manager, Ferrero Travel Market.

Voisin will work alongside the other members of the Travel Marketing Leadership team, which is managed by Salvagno.