

R&F Travel Retail names new Head of Sales & Marketing



Caroline Willstrand, Head of Sales & Marketing, R&F Travel Retail

Swedish travel retailer [R&F Travel Retail](#) has named Caroline Willstrand as its new Head of Sales & Marketing.

According to a press release, "In her new role, Caroline Willstrand will lead the commercial development of R&F Travel Retail as the company is looking to expand in new markets and business areas."

Until recently, Willstrand worked as Sales Director Airports and Cruise Ports at the company. She has extensive experience of international sales within different business areas and customer segments. Before joining R&F Travel Retail, she worked at Edwardian Hotels London and Nordic Choice Hotels.

"During her time at R&F Travel Retail, Caroline has acquired a wide-ranging knowledge of the tender process for travel retail customers and has also been a vital part in developing our business and seeing new opportunities and possibilities. With her positive energy and her inclusive and coaching leadership style, Caroline will be a valuable asset for driving our expansion in new markets and accelerate our growth," says Monika Dagberg, General Manager at R&F Travel Retail.