

# Rémy Cointreau appoints Fida Bou Chabke as CEO of Global Travel Retail



Fida Bou Chabke, CEO, Global Travel Retail, Rémy Cointreau

[Rémy Cointreau](#) has announced the appointment of Fida Bou Chabke to the position of CEO, Global Travel Retail, effective July 1, 2023 and based in Singapore.

In her six years with Rémy Cointreau, Chabke has held various General Management positions in Asia and Europe, and most recently as the General Manager of Louis XIII in the Americas region.

In her new role, Chabke will assume the responsibility of developing the performance and market presence of Rémy Cointreau's brand portfolio within the Global Travel Retail channel. In addition, she will continue to lead on Diversity, Equity & Inclusion in conjunction with the Committee worldwide.

"Please join me in congratulating Fida on her new role and wishing her continued success within the group," said Ian McLernon, CEO - EMEA, Asia Pacific & Global Travel Retail. "With Fida joining our leadership team, we eagerly anticipate further growth of our brands in the strategically significant Global Travel Retail channel."



Alice Hoffman, Marketing Director for Global Travel Retail, Rémy Cointreau

Rémy Cointreau has also appointed Alice Hoffman as Marketing Director for Global Travel Retail. Set to be based in Singapore and reporting to Chabke, Alice brings 14 years of experience with Rémy Cointreau, having held various Brand Management roles across the brand portfolio. Most recently, she served as the Global Brand Director for Cointreau, based in Paris.

The company also expressed its gratitude to Adam Hamzah for his dedicated service and valuable contributions over the past four years. He has decided to pursue other personal interests, and the organization extends its best wishes for his future endeavors.