

Estée Lauder Companies announces slate of new appointments



From left to right: Alice Marvillet, Irene Giatra and Mark Khoo

Estée Lauder Companies has announced a slate of new appointments. Alice Marvillet has been appointed to Senior Vice President/General Manager, Estée Lauder, Travel Retail Worldwide (TRWW), effective December 1, 2022. Marvillet will report directly to Israel Assa, Global President, Travel Retail with a matrix reporting line to Jean-Yves Minet, Senior Vice President/General Manager, Estée Lauder, International. Marvillet will remain on the Travel Retail Leadership Team.

In this role, Marvillet will be responsible for managing the Estée Lauder brand experience in TRWW and driving brand equity, as well as accelerating distribution, channel, and consumer engagement. She will continue to drive new door growth, leveraging her deep consumer and key market expertise including an understanding of the emerging digital native consumer and the social/digital ecosystem.

Marvillet previously served as Vice President/General Manager, Clinique, TRWW, a role she has held since July 2020. In this role, Marvillet led the brand's acceleration in APAC to further deliver top line growth. She spearheaded traveling consumer engagement programs that were locally relevant and tailored to key passengers while driving social media optimization, such as Destination Hydration.

Prior to this, Marvillet served as Vice President/General Manager, Clinique, LATAM, where she led the development and execution of a hero strategy propelling the brand to a leadership position in moisturizers across all LATAM markets. She also accelerated fast growing channels, including Online and Specialty Multi, growing the Mexico Brand.com site. Marvillet joined the company in 2001 as Darphin Country Manager for Mexico and has since held a variety of key retail and marketing roles across Clinique, Darphin, Estée Lauder, AERIN Beauty and TOM FORD BEAUTY within the Mexico affiliate.

Also, effective December 1, Irene Giatra has been appointed to Vice President, Global Client Management, TRWW. Giatra will report directly to Javier Simon, President, Commercial, TRWW. She succeeds Patrick Bouchard, who was appointed Senior Vice President/General Manager, La Mer and Le Labo, TRWW back in September 2022. Giatra will join the Travel Retail Leadership Team.

In this role, Giatra will be responsible for leading ELC's Global Travel Retail Key Accounts. She will drive transformational go-to-market initiatives.

Giatra joined ELC in 1997 within the Greek affiliate and has held positions of increasing responsibility. She joined TRWW in 2001 and since 2015, Giatra has been an integral part of the Travel Retail Europe, Middle East and Africa Leadership Team. Most recently, she served as Regional Brand Director, Estée Lauder, TR EMA, where she was responsible for gaining market share in the skin care, makeup and fragrance categories.

Giatra also served as Corporate Lead Global Retail and partnered with Client Management to build strong relationships, ensuring smooth corporate negotiations. Collaborating with key local markets including Turkey, Greece, Israel and Russia, she developed synergies across brands and sustainable growth as Corporate Lead. Prior to this, Giatra formed the Middle East Hub, growing the team and leading our Travel Retail Middle East, India & Africa business to gain continuous market share across

the region.

Giatra will relocate from the UK to Wollerau, Switzerland.

Mark has been appointed Senior Vice President, Store Design & Visual Merchandising, TRWW, effective January 1, 2023. Khoo will relocate to New York City from Singapore, reporting directly to Israel Assa, Global President, Travel Retail. He will also join the Travel Retail Leadership Team.

In his new role, Khoo will lead the Travel Retail SDVM team and work alongside the Project Management and Field Visual Merchandising teams on brand executions. He will also further develop TR SDVM capabilities and drive the design differentiation of our brands.

Previously, Khoo served as Vice President, SDVM, TR Asia Pacific (APAC), where he drove equity-building branded execution TR APAC sites. Most recently, he led the Hainan free standing store expansions, delivering a VM branded hero focus and regionalization to meet shopper trend changes. Khoo also led the implementation of the sustainability pledge during the onset of the pandemic in 2019. During the most recent Hainan Expo, he developed an outstanding corporate event design with brand- by-brand displays.