

# Bourdier named new head of Brown-Forman Global Travel Retail

By **Jas Ryat** on June, 22 2020 | People



Replacing Marshall Farrer, who will lead Brown-Forman Europe, Aude Bourdier will take on the Managing Director's role of the company's Global Travel Retail team

Aude Bourdier, an established veteran in the global travel retail channel, will assume the Managing Director's role of the Brown-Forman Global Travel Retail team effective August 1, 2020. Aude Bourdier replaces Marshall Farrer who has been named President of Brown-Forman Europe. She will remain based in London and report to Thomas Hinrichs, the newly named President of Brown-Forman Emerging International.

Aude Bourdier, who joined Brown-Forman in 2018, had been serving as Marketing Director of Brown-Forman Travel Retail and overseeing domestic marketing activities in the developed markets of Asia-Pacific. With her duties, she will be fully dedicated to global travel retail.

Aude earned her master's degree in International Business Management from Institut Supérieur de Gestion in Paris and completed further international business management studies in the United

States and Asia. She has been elected to the Tax Free World Association (TFWA) Management Committee a number of times and served on the organization's board as Vice President, Commercial. Before joining Brown-Forman Aude Bourdier was with Bacardi-Martini.

"Aude is the perfect person to take on the Managing Director's role and guide the talented Brown-Forman travel retail team during these difficult times for the travel industry. She very successfully dealt with the after-effects of both the SARS and MERS outbreaks and I have every confidence she will do the same for Brown-Forman travel retail," says Farrer.