

# Godiva names new CEO

By **Wendy Morley** on July, 15 2014 | People





Recently, Godiva announced that it had appointed its International President, Mohamed Elsarky, as its new CEO, succeeding Jim Goldman. Elsarky will continue to serve as head of the company's international division in addition to his duties as CEO.

Elsarky, who has management and operational experience around the globe with many different cultures, has been in charge of Godiva's international operations since 2010. In this role he managed finance, supply chain, marketing, human resources and IT.

Elsarky has contributed greatly to Godiva's global success. His successes include bringing Godiva to new markets including China, South Korea, Australia, Indonesia and Saudi Arabia and expanding the company's UK operations. In China, he led the creation and development of 50 stores in 14 cities, and greatly expanded Godiva's e-trade business in the region.

Under Elsarky's guidance, Godiva's international revenue has almost doubled in the past four years. Increased business in existing markets and the creation of new markets are contributors to this growth.

"Mohamed Elsarky has been one of the crucial members of the executive team in increasing Godiva's international presence and achieving profitable growth in the past four years," said Murat Ülker, Chairman of the Board at Yıldız Holding, as he announced Elsarky's appointment. I believe wholeheartedly that he will display successful leadership in advancing Godiva even further in the future."

"I am immensely honored to be appointed as the CEO of Godiva," said Mohamed Elsarky on his appointment. "We have an extraordinary brand and a passionate team. I am confident of Godiva's continuing success in the years ahead with the support and strength of Yıldız Holding."