

Estée Lauder Companies announces changes within its BTR leadership team

By **Hibah Noor** on January, 22 2020 | Industry News



The Estée Lauder Companies announced today changes within its brand travel leadership team; both promotions will be effective February 1, 2020.

- Raffaella Cornaggia was promoted to Senior Vice President & General Manager, The Estée Lauder Companies – International
- Jean-Yves Minet was promoted to Senior Vice President & General Manager, The Estée Lauder Companies – Travel Retail Worldwide

Currently, in the role of Senior Vice President & General Manager, Estée Lauder – Travel Retail Worldwide, Cornaggia has reached unprecedented success in the highly dynamic and competitive travel retail channel. Continuing to grow market share, she helped to secure the No.1 prestige beauty brand ranking worldwide in 2018 (up two positions from 2017) – according to Generation Research.

She will leverage her extensive international experience, strategic acumen and proven commercial track record to drive continued brand development, sales optimization, profitability and synergy across markets worldwide.

Olivier Bottrie, Global President, Travel Retail & Retail Development, The Estée Lauder Companies, shares: “Raffaella is a valued and respected part of the Travel Retail Worldwide team, and under her leadership she has led our flagship brand to unprecedented heights. We wish her much success in her new role and look forward to her continued support of our Travel Retail business as the leader of Estée Lauder’s International division.”

Since April 2017, Minet has been Vice President, Clinique & Lab Series, Estée Lauder – Travel Retail Worldwide. Under his leadership, the Clinique and Lab Series brands reached the highest level of sales since their launch in the Travel Retail channel.

Bottrie adds: “Jean-Yves brings a valuable combination of strategic thinking, strong business acumen and operational brand leadership expertise at global, regional and local levels, all of which we are confident will lead to the continued success of the Estée Lauder brand in travel retail.”