

Design Go appoints Les Roner as Vice President of Sales for Latin America

By **Hibah Noor** on January, 9 2014 | People





Design Go Ltd., parent company of leading travel accessory brand, Go Travel, announced the immediate appointment of Les Roner as its new Vice President Sales, Latin America. A recently created position, Roner will be responsible for driving Go Travel's growth across the Latin American

region.

A seasoned professional in both the Latin American and Duty Free markets, Roner brings a wealth of experience to the Go Travel brand. Most recently a Director of Purchasing and Budgeting for duty free retail operator DFASS, the Latin American native previously spent 16 years at Parlux Ltd, the international distributor of prestige fragrance for brands including Jay Z, Rihanna and Paris Hilton. There, Roner held the position of Vice-President of International sales and helped to build lasting relationships across all global business sectors, working with major accounts worldwide.

Renor's appointment marks a departure for Design Go in this territory and sees it move away from previous distributor Innova Distributors Inc. In the last 12 months, the accessories leader has seen a rapid growth trajectory in the region and recognized the importance of bringing management of the area in-house, in order to maximize the potential of this fast-growing market.

David Lomas, President of Design Go Ltd, said, "We are delighted to welcome Les to the team and see her appointment as a significant step forward in this region, bolstering the fast expansion we have experienced over the last couple of years. We are very thankful to Mark Lewis Jones and the team at Innova, whose sterling efforts have made great inroads in this territory"

"Les offers a perfect fit with our requirements for Latin America. On-the-ground experience, coupled with an incredible pedigree and an enormous respect in the industry, she is excellently placed to propel the brand and help realize our ambitious plans over the next 5 years," Lomas added.

Go Travel pioneered the first coordinated travel accessory collection in 1978; it now lists almost 400 products in the range. A well-populated design team at its London headquarters affirms its commitment to delivering a range packed full of innovation and practicality. Keeping the collection fresh, while delivering good-quality travel essentials, is all part of the success of Go Travel, which is now sold in more than 150 countries worldwide.