

Craig Pring appointed as Lagardère Strategy and Development Officer



After a series of operation, development and planning roles for Lagardère

Lagardère Travel Retail has announced the appointment of Craig Pring as Chief Development & Strategy Officer. In this role, Pring will oversee Business Development and Store Planning for the Pacific region.

Most recently, Pring was Development Director at WH Smith Australia. Previously, he held a range of operations, development and planning roles for Lagardère Travel Retail.

Przemek Lesniak, Lagardère Travel Retail CEO, Pacific said: “The appointment of Craig into this important strategic role is part of our commitment to continuing to grow our business in the face of the challenges we have faced over the last 12 months. We are excited to have Craig join the team

with his industry experience and unique knowledge of our own company's history. I am confident our landlords, partners and other stakeholders will enjoy working with him on building a joint vision for our future."

Craig Pring said: "The COVID-19 pandemic has created a huge challenge as well as many opportunities for the travel retail industry. I am looking forward to working closely with our partners to position the business well so we can continue to lead the way in terms of innovative retail concepts to suit our customers changing needs as the industry recovers."