

Edrington names Helen Wong as Managing Director of Asia Travel Retail

By **Mary Jane Pittilla** on June, 3 2020 | Spirits & Tobacco



Helen Wong, Managing Director, Asia Travel Retail, Edrington

Edrington has appointed Helen Wong to the position of Managing Director, Asia Travel Retail, effective immediately.

Wong replaces Marcelo Colombo, who has moved to a role within the Edrington US team.

Wong, who will be based in Singapore, joins Edrington from Swedish watch brand Daniel Wellington, where she held several travel retail positions including Head of Global Travel Retail.

During her three years at the company, she was instrumental in the set-up and growth of Daniel Wellington's travel retail business in Asia, including the rollout of luxury retail and boutiques across the channel.

Before Daniel Wellington, Wong spent nearly six years with DFS Group working in various

merchandising roles within the retailer's Luxury and Fine Watches division.

Suzy Smith, Managing Director, Edrington Global Travel Retail, commented: "Asia remains a hugely strategic, influential market and Helen's experience in luxury and strong track record for driving growth in the region make her an ideal candidate. We look forward to introducing Helen to our partners as soon as travel restrictions allow and welcome her to the team as we continue our dynamic journey focused on brand building, recruitment and premiumization.

"I would also like to thank Marcelo for his contribution, enthusiasm and achievements over the past three years. We wish him all the best for his new chapter with Edrington."

Wong said: "Edrington Global Travel Retail has forged a well-deserved reputation for innovation, premiumization and brand-building, particularly in Asia, where The Macallan's growth trajectory in recent years has been impressive. While I join the Asia Travel Retail team at what is clearly a challenging time for the industry, there is also an exciting opportunity in the region to lead the channel's global recovery by strengthening our partnerships and reconnecting with consumers as they begin to travel once again."

Marcelo Colombo, Vice President Marketing for The Macallan and National On-Trade Accounts, Edrington Americas, said: "While I am very excited for my new challenge within Edrington, it's a bittersweet feeling to have taken a new role outside of the travel retail industry, in which I have spent the last 10 years of my career and which has given me so many great friends, colleagues and wonderful experiences. I will miss the fantastic people I've met along the way, and continue being a strong supporter and ambassador for this channel. I trust that in spite of the current challenges travel retail will thrive again soon, and that our brands will continue their success in Asia under the leadership of Helen."