

# Bolloré Logistics names new Head of Cosmetics for Americas



Anne-Laure Marchal, Head of Cosmetics for the Americas, Bolloré Logistics

Bolloré Logistics, the international supply chain operator, has appointed Anne-Laure Marchal as Head of Cosmetics for the Americas.

Based in New York and reporting to Bolloré Logistics Americas VP of Sales Marc Sawaya, Marchal will be responsible for supporting the company's strategy for growth in this key vertical.

She will work with the local sales team in the US, Canada and Latin America as well as with the Bolloré Logistics' vertical team.

"I'm delighted to have Anne-Laure joining our Americas team to drive the development of this key vertical in the region," said Sawaya. "Her extensive knowledge of the industry and experience in managing strategic accounts, will be a great benefit to the Americas sales team. I am confident she will make a fantastic contribution by bringing new ideas, and will play a key role in providing and implementing high quality solutions for our clients."

Marchal was previously posted at Flexport as Global Key Account Manager. During her career, she also held various roles in the US and Europe, including Head of Business Development and Business Operations at ARTA Shipping, Head of Operations USA at Air Sea Packing, as well as positions such as Sales & Marketing Director and Brand Manager North America within the Ales Group.

"I'm really excited to be joining Bolloré Logistics," said Marchal. "The cosmetics industry is such an important market for the company, and I look forward to working with this dynamic team in the Americas region and to help providing innovative and sustainable logistics solutions to our clients."