

Estée Lauder Companies welcomes Guillaume Geslin as Travel Retail Americas General Manager



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Guillaume Geslin has been appointed Vice President, General Manager for The Estée Lauder Companies' Travel Retail Americas division, effective July 1, 2019.

He will succeed Nathan Moris, who assumed a new position within The Estée Lauder Companies (ELC) in March 2019.

In this role, Geslin will be responsible for driving continued growth and profitability across The Estée Lauder Companies' Travel Retail Americas business. He will champion and guide the ELC portfolio of brands to continually enhance the traveling consumer's experience while partnering with retailers to expand distribution and consumer reach in the Americas, the beauty group said.

Geslin joined The Estée Lauder Companies in 2016 as Vice President and General Manager for Bobbi Brown within the APAC region. In this role, he oversaw 13 countries with over 450 stores, drove regional translation of Bobbi Brown's strategy by maximizing APAC relevancy as well as supporting, inspiring and guiding the APAC affiliates to deliver best in class go-to-market activations. During his time with the brand, APAC became the top region for Bobbi Brown.

Before Bobbi Brown, Geslin spent 13 years at L'Occitane en Provence holding the roles of General Manager, Travel Retail, Asia Pacific; Country General Manager, India; and Business Development Director, Asia Pacific. Before that, he spent eight years at QUALIPAC Group, a leading cosmetic packaging company holding various roles in Paris, the UK, Hong Kong and China.

"Guillaume's rich international experience across the beauty and retail space makes him a fantastic addition to our travel retail team," said Israel Assa, The Estée Lauder Companies' Senior Vice President/General Manager, Business Operations, Travel Retail Worldwide. "We're confident Guillaume's innovative approach to the consumer experience, passion for local relevancy and collaborative spirit will make him a valued leader and partner to the Travel Retail Americas region."

In the interim, Assa will continue to hold the position of Acting General Manager for Travel Retail Americas until Geslin officially transitions.