

Illva Saronno makes two key travel retail appointments



Illva Saronno's new Global Travel Retail Director Nikos Tsagarakis and Global Travel Retail Marketing Manager Valentina Cozzi

Italian spirits specialist Illva Saronno is strengthening its global travel retail team with the appointments of Nikos Tsagarakis and Valentina Cozzi as Global Travel Retail Director and Global Travel Retail Marketing Manager, respectively.

Both new appointments show the focus that Illva Saronno is putting on the travel retail channel to ensure its continued growth and development.

After a five-year stint as Regional Manager at Gruppo Campari, Tsagarakis joined Illva Saronno Holding S.p.A in 2011, holding a number of roles including Regional Manager and Regional Director across Europe, Africa, and the Middle East.

Said Tsagarakis: "Holding the title of Global Travel Retail Director is an exciting opportunity. In the last 11 years, I have had the privilege to work in an international environment that has driven me to form an international mindset and excellent communication skills. As travel retail is the ultimate international channel, I believe that I am well suited for such a role and look forward to developing the global travel retail channel for Illva Saronno."

Cozzi joined Illva Saronno as a Shopper Marketing and Travel Retail Specialist in 2013, leading innovation in the off-premise and travel retail channels for the company's brand portfolio.

“Since the beginning, I had the opportunity to develop and implement new shopper marketing strategies, like the 360-degree limited-edition project,” she said. “We developed a high-end, but very cost-effective limited-edition bottle in order to create an in-store event. The event aimed to gain a strong share of voice in a crowded and challenging period for dark spirits – Christmas. I’m proud to see the project entering its seventh year, still true to its origin despite improvements and new tools being introduced, like the very successful collection of limited-edition 5cl bottles.”

Cozzi continued: “After six years successfully working in the Global Marketing Team and partnering with distributors to develop local plans, I’m excited to take the role of Global Travel Retail Marketing Manager to further boost the Illva portfolio growth within this exclusive and premium channel. Travel retail is becoming a more strategic channel for every company, with the number of travelers growing year after year, making it the perfect display for brands.”