

# Anne Kavanagh announced APTRA's new Executive Director



The Asia Pacific Travel Retail Association (APTRA) has announced the appointment of Anne Kavanagh as its new Executive Director. Kavanagh will report to the President of APTRA and the APTRA Board. This appointment takes effect April 18, 2022.

Leaving the role after three years is Christina Oliver who has relocated to the USA with her family. During her time with APTRA, Oliver introduced a standard of reporting on advocacy, a new website and a new central resource library, bringing added value to APTRA members.

The role of Executive Director continues to be remote based, as has been the case since June 2020, with travel to Asia Pacific as required. Kavanagh will be responsible for all aspects of the B2B media communications requirements of the Association, and is supported in the position by Sharolyn Paul, APTRA Administrative Officer since February 2017.



Sharolyn Paul continues to support the Executive Director as APTRA Administrative Officer

Sunil Tuli, President of APTRA, commented: “We are delighted to welcome Anne to the position of Executive Director of APTRA. Having proactively led our communications for over two years she has valuable insight into the Association’s mission and objectives. She brings a wealth of strategic expertise in travel retail, gained over 25 years as one of the industry’s most respected marketing communications consultants, partnering on a global basis with airports, brands, retailers, food & beverage operators, architects and the broader travel retail community as well as having represented leading retailers in the European domestic market. We are confident she will add valuable perspective and impact in leading the APTRA as we move towards the post-covid era of travel retail.

“We would like to thank Christina for leading APTRA through a particularly challenging time, the contribution she has made to increasing value for our members and for her commitment to the industry especially in creating closer connections with other trade associations in the wider travel sector. We wish her and her family every success and happiness in their new chapter in the USA and hope to see her again in travel retail in the Americas.

Anne Kavanagh added: “I’m very excited and honoured to take on the role of Executive Director of APTRA. I am extremely passionate about Travel Retail and its importance to the wider travel and tourism ecosystem. Despite the current challenges, I believe this is a pivotal moment in the industry’s evolution, especially considering the omnichannel opportunity and the emergence of new categories that are fast-gaining traction with shoppers.”

Anne will continue to lead her travel retail consultancy practice alongside the role as Executive Director of APTRA.