

TW.O & Partners appoints two to senior management team

TW.O & Partners, which specialize in placing luxury brands in global travel retail, announced two new appointments in preparation for the coming recovery.

With almost two decades of marketing experience, Eva Pederzini is the company's new Chief Marketing Officer. She will be developing and redefining the company's brand strategy. Pederzini said: "I am extremely glad to be collaborating with Marco and Fabio at TW.O & Partners. Their reputation in travel retail is outstanding and I believe the level of service they provide to their clients, be that luxury brands or operators in the airports, is one-of-a-kind and invaluable. I look forward to working with them and helping to develop travel retail into the most holistic and best experience for every traveller in the world"



Eva Pederzini is TW.O & Partners' new Chief Marketing Officer

TW.O & Partners Senior Executive VP Marco Passoni stated: "It has never been more important to

engage not just our customers but also our partners and potential partners. Working together will require communicating better and Eva is the perfect person to take our brand and presence in this sector to the next level.”

Joining TW.O & Partners as Business Development Account Manager is Sergei Bozhok, who will help develop retail opportunities and offers for the company’s clients in addition to promoting services such as the Mystery Shopping 2.0 program. Bozhok worked for 13 years at DERA-Vladivostok, the biggest duty free retailer in Russia’s Far East.



Sergei Bozhok is TW.O & Partners’ new Business Development Account Manager

Passoni said: “We are delighted to welcome Sergei on board at TW.O & Partners. His experience and knowledge will be a huge asset to the team as we look to help our clients and partners rebuild after a devastating last year. In this new normal, we all must learn to work closer together and in new and innovative ways and Sergei will be an incredible asset to our team in helping the whole industry to do₂

just that.”

Bozhok said: “I am delighted to be joining the TW.O & Partners team and to be continuing my long and happy association with the duty free market. The coming months and years have many challenges, but also many opportunities and I look forward to helping this company and our partners to build and make the most of those.”

TW.O & Partners CEO Fabio Bernardini added: “We truly believe that travel retail is poised for a big recovery and we at TW.O & Partners are already building and investing to ensure we can help drive our partners and the industry to make the most of the coming rebound. I am delighted to welcome Eva and Sergei to the team and I look forward to what we can all build together with our partners - both current ones and new ones.”