

Godiva announces new CEO and GTR Marketing Director

Former senior Starbucks executive Annie Young-Scrivner has been appointed as the new CEO of premium chocolate company Godiva, while Suzanne Cockerham has joined as Marketing Director, Global Travel Retail and Continental Europe Retail.



Young-Scrivner is replacing Mohamed Elsarky, CEO and President Godiva Inc, who Godiva says has decided to step down after seven years from his current role to focus on new projects and he will continue to work closely with the chairman and as a member of the Yildiz Holding Leadership Team.

STRONG SENIOR MANAGEMENT BACKGROUND

Young-Scrivner was previously Global CMO at the Starbucks Coffee Company and President, Tazo Tea, and previously President of its Canada business. Since 2014, she also served on the board of Macy's department store.

She has also spent 20 years in senior leadership and general management roles at PepsiCo and, as President and Chairman of PepsiCo Food in China. She will be based in Godiva's New York office from where she will lead further development of markets, including Japan, China, North America and Godiva's successful Global Travel Retail business.

Commenting on her appointment, Young-Scrivner, said: "I am absolutely thrilled to become Godiva's new CEO. It's a privilege to carry on the entrepreneurial heritage and the passion in creating the ultimate chocolate experience. Godiva has wonderful presence across the globe. I'm excited to work with the talented team to invite even more customers into our delicious world."

In addition and reporting to Matthew Hodges, General Manager Global Travel Retail Suzanne Cockerham is now charged with driving the global travel retail and European domestic retail marketing strategy for Godiva, from new product development through to in-store activation.



The Godiva Belgian chocolate brand is now available in more than 80 countries today.

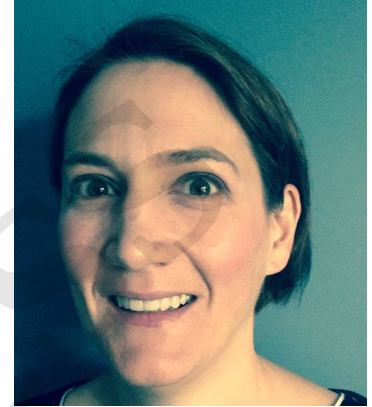
LUXURY GOODS EXPERIENCE

Cockerham's background includes more than 15 years in the luxury sector, working at Parfums Christian Dior and Kenneth Green Associates (KGA) and Jean Paul Gaultier fragrances. In 2005 she also moved to Paris to join Beauté Prestige International working across the European markets on their top three fragrance brands. After three years she returned to KGA as Marketing Manager in their Niche Fragrance division.

In 2009 Cockerham was also appointed Marketing Manager in the Aramis & Designer Fragrances Division at Estée Lauder Companies, co-ordinating the marketing relaunch of Smashbox Cosmetics in the UK, and was promoted to Marketing Director UK & Ireland in 2012.

Cockerham's appointment is an internal move after she joined the Godiva company as Senior Marketing Manager EMEA in 2015 and led the marketing team across its own-stores, ecommerce and franchises before moving to the Global Brand Marketing team in 2016.

Her predecessor Leen Baeten has been appointed to lead Godiva's marketing team in the Americas domestic market from their base in New York.



Suzanne Cockerham.

ACHIEVING A CAREER GOAL

Commenting, Cockerham said: "I am very excited to join the world of travel retail which has always been a career goal. I'm looking forward to planning and implementing successful launches which will drive our growth within the travel retail arena and at the same time drive our Continental Europe Retail, e-com and wholesale channels.



Matthew Hodges.

"This new role enables my team and me to appeal to the Godiva consumer on their total path to purchase, be it domestic, e-com or travel retail. It is a unique and exciting career opportunity."

Matthew Hodges, General Manager adds: "We are delighted to have secured the services of such an experienced and highly-motivated individual. Suzanne really understands the purchase motivations of consumers in today's luxury market and has a full range of marketing techniques in her armoury.

"We are confident that she will continue the excellent work of her predecessor Leen and will help us drive the development of Godiva in travel retail worldwide."