



FREDERIC LAFFORT

Senior Commercial Head North, Dach, France & Benelux

Frédéric Laffort (born in France in 1973) joined Safilo in August 2014 as Director Distributor Operations Asia Pacific in Singapore. In July 2015 he relocated to London to manage the Company's operations in the North of Europe and the travel retail business. In 2017, he was appointed Senior Commercial Head, North, DACH and Global Key Accounts and successively, in early 2019, Senior Commercial Head, North, DACH, France & Benelux.

After graduating from a business school specialized in marketing and sales in Paris, in 1997 he began a career at Procter & Gamble, where he held various roles of increasing responsibility in sales, marketing and general management.

From 2011 to 2014 he was Associate Director for the Salon Professional business (Wella) in Asia, based in Singapore, where he delivered a business turnaround in Japan and revamped the entire go-to-market strategy in Korea and the rest of Asia.

From 2006 to 2011 he was the Global Commercial Leader for the Cosmetics business (Covergirl and Max Factor) and the Western Europe commercial leader for the Skin (Olay) and Personal Care businesses.

Prior to 2006, Frédéric held different sales and marketing roles at a local (France) and European level and was responsible of the launch of the snacking brand Pringles in France in early 2000.

He speaks French (mother tongue) and English (Fluent).