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## **LOÏC RETHORE**

**Market Director**

***Nespresso* Oceania (Australia, New Zealand and Pacific Islands)**



Loïc Réthoré was appointed Market Director of *Nespresso* Oceania in August 2014. In his role, he is leading the growth of the *Nespresso* brand across Australia, New Zealand and Pacific Islands and is responsible for a team of over 700 employees.

Passionate about delighting and surprising consumers and delivering high product and service quality to them, Loïc is focused in customer-centricity and innovation to continuously enhance the unique *Nespresso* brand experience and keep it exceptional for consumers. As the *Nespresso* business model enables a direct-to-consumer route to market, Loïc is also committed to ensuring a seamless customer journey across the brand's touchpoints and to nurturing the brand's personalised relationships with its customers.

Loïc firmly believes that businesses have a responsibility to consumers, society at large and the environment. His leadership is based on building a company that creates value not only for itself, but also for its consumers, the partners it works with, the communities it operates in and its employees. He is particularly proud that sustainability is embedded in the *Nespresso's* business model, from the sustainable sourcing of its coffees and the long-term relationships it builds with farmers to the recycling of its used aluminium capsules.

Prior to this role, Loïc had served as President of *Nespresso* Japan since April 2007. During his seven year tenure in Tokyo, Loïc oversaw the repositioning of the brand and the expansion of the *Nespresso* retail network, which contributed to grow the business in a challenging market.

Before joining *Nespresso*, Loïc had garnered extensive experience in the fast moving consumer goods and luxury industries, having been in charge of the Asia Pacific Duty Free Business Unit of Moët Hennessy and worked as the Export Area Manager for Givenchy perfumes.

Loïc also previously served on the board of the French Chamber of Commerce and Industry in Japan.

Loïc holds a Master's Degree of Political Sciences as well as a Master's Degree of Management from NEOMA Business School. He is also a graduate from INSEAD, one of the world's leading and largest business schools.

A French citizen, Loïc is married with two children, and speaks English, French and Japanese fluently.