



PRESS RELEASE
25 November 2021

**Seldia elects Beatrice Nelson Beer from PM International as President.
She will chair a new gender balanced Board of Directors.**

Beatrice Nelson Beer, Chief Legal Officer, global head of legal, regulatory affairs, compliance, and human resources at PM International was elected today as President of Seldia, The European Direct Selling Association. She succeeds Philippe Jacquelinet, CEO of the French clothing company 'Captain Tortue', who brilliantly served for two terms.

Beatrice will chair the Seldia Board of Directors for the next three years.

Addressing the General Assembly, Beatrice said "It is such an honour to be chosen to lead Seldia. Direct selling offers fantastic opportunities in today's flexible working environment for people of all walks of life to maximise their potential and earn a supplementary income. As direct selling itself continues to transition in the digital era, I look forward to leading the continued transformation of Seldia so we can collectively take full advantage of the opportunities ahead".

The Seldia Board of Directors will be composed of the Secretary Generals of the Dutch, French, Italian, Spanish, Swedish and Baltics Direct Selling Associations, and corporate representatives from Oriflame, Herbalife, and Mary Kay. The new Board will be composed of five women and five men, and reflect the North-South-East-West EU membership.

Laure Alexandre, Executive Director of Seldia said: "Direct selling is changing and so is Seldia. Direct sellers in the EU are 79% women. The Seldia team is all women, and our Board of Directors also now evolves to reflect this. With the regulatory and societal changes ahead, I very much look forward to working with Beatrice for the next three years."

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Notes to the editor

Seldia, The European Direct Selling Association was founded in 1968 and gathers 25 European Direct Selling Associations, 15 Direct Selling companies and service providers to the direct selling sector.

Direct selling is the marketing and sale of consumer goods and services directly to consumers on a person-to-person basis, traditionally in their home or the home of others, or any other places away from permanent retail premises, and now increasingly digitally. Direct selling typically occurs through explanation or demonstration by independent sales persons referred to as direct sellers.

Composition of the new Seldia Board of Directors 2021-2024:

- **Beatrice Nelson Beer**, Chief Legal Officer, Global head of Legal, Regulatory Affairs, Compliance and Human Resources, on behalf of PM International (President)
- **Pontus Andreasson**, Deputy General Counsel & Head of Global Corporate Affairs on behalf of Oriflame
- **Amelie Baracat Empereur**, Director EU Government Affairs on behalf of Herbalife Nutrition
- **Jacques Cosnefroy**, General delegate of FVD, on behalf of the French DSA
- **Arabelle Ferket**, Secretary General of VDV, on behalf of the Dutch DSA
- **Krister Fraser**, CEO of Direct Selling Sweden, on behalf of the Swedish DSA
- **Soledad Hijano**, Secretary General of AVD, on behalf of the Spanish DSA
- **Ewa Kudlinska-Pyrz**, General Manager for Poland, Lithuania, Latvia and Estonia, on behalf of Mary Kay.
- **Giuliano Sciortino**, Secretary General of AVEDISCO, on behalf of the Italian DSA
- **Gintautas Zaleckas**, Secretary General of EDSA, LTTA, and LTPA, on behalf of the Baltics DSA