



Laure Alexandre appointed as Executive Director of Seldia, the European Direct Selling Association

The Board of Directors is pleased to introduce **Laure Alexandre as the newly appointed Executive Director of Seldia, the European Direct Selling Association.**

Of French nationality, Laure Alexandre is an experienced EU public affairs specialist, with 14 years of expertise in health and consumer policies. She previously worked for the European Advertising Standard Alliance and spiritsEUROPE, promoting and advancing effective self-regulation and corporate social responsibility.

“I am confident that with her extensive background and professional experience, Laure will be an asset for Seldia and will lead the association with skills and professionalism” said **Seldia Chairman Philippe Jacquelinet.**

Laure will be responsible of the Seldia office in Brussels and will lead its strategy with the objective of defending the interests of its members, as well as promoting the direct selling channel of distribution as one of the main providers of independent job opportunities, of particularly growing relevance during economically challenging times.



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Notes to the editor

Seldia was founded in 1968 and is the main representative of the direct selling sector in Europe, whose members include 28 European Direct Selling Associations (DSAs), 22 of which in EU Member States. Seldia’s mission is to represent and promote at European level the interests of national direct selling associations and their member companies engaged using direct selling as channel of distribution.

Direct selling is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their home or the home of others, at their workplace and other places away from permanent retail locations. Direct selling typically occurs through explanation or demonstration by salespeople referred to as direct sellers.