



press release

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IFRA appoints new president to represent global fragrance industry

Martina Bianchini took the helm of the International Fragrance Association, the global federation representing the fragrance industry worldwide, on June 15th 2016.

Martina arrives with more than 25 years of professional experience in two Fortune 100 companies, a trade association and a consulting company. She has held a variety of roles in strategy and general management, government and public affairs, regulatory affairs, manufacturing operations, issue management and research & innovation. She is experienced in working with the Chemical, Agricultural, Biotechnology, Food, Health and Luxury Goods industries and engaging with international organisations and stakeholders.

She holds a Master of Science in Environmental Toxicology from Louisiana State University, USA and the equivalent of a Bachelor of Science degree in Earth Sciences from the University of Trier, Germany.

Martina has served on several boards including the EU Technology Platform for Sustainable Chemistry SUSCHEM; the Board of Corporate Social Responsibility (CSR) Europe; and the Club of Rome EU Chapter, a multi-stakeholder think-tank. As Vice Chair of the International Chamber of Commerce's Environment and Energy Commission and Chair of ICC's Green Economy Task Force, she was engaged in the development of the recent UN Sustainable Development Goals (SDGs).

She replaces the outgoing President, Pierre Sivac. Pierre has been an effective leader for the fragrance association over the past five years leaving the association with some notable achievements and positioned well for the future.

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