



BOARD ELECTION CANDIDATE'S PROFILE



Mr. Sam Gerber
APTRA Board Member

Tax Free World Association
Vice President – Corporate

Personal Statement

With more than 20 years of experience in the travel retail industry and in the domestic retail environment in the category "Consumer Electronics & Travel Accessories", I do have a strong network in several areas – Consumer Electronics, Electronics Distribution & Retail and Travel Retail. I can contribute with broad know-how relative to business development, marketing and distribution paired with a good understanding of new technologies.

I'm convinced that I already have contributed to the travel retail industry both as a member of the TFWA Management Committee and as Vice-President Corporate today. I'm known for being a character that brings people with various views and opinions to the table and works constructively to develop solutions even under pressure. I look forward to working with the APTRA Team!
