



European Marketing Distribution

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## **EMD: Eric Lemerrier appointed director Business Development**

- **Experienced French retail specialist to head EMD's Branded Products Department**
- **Thanks to its newcomer, EMD extends further its expertise in strategic cooperation with the A-Brand industry**
- **Deeper focus on partnership with the industry and retailers**

The leading European purchasing and marketing alliance EMD increases its personnel strength: Eric Lemerrier (49) joined the Branded Products Department as Director Business Development at the European Marketing Distribution AG in Pfäffikon, Switzerland.

Eric Lemerrier previously held senior management positions at Carrefour and Intermarché in France, also worked for leading retail players in Europe. He has been Managing Director of the International Agreements Department at Agenor for many years. The last 4 years he was a reputed consultant at GloBuyOne in Geneva, Switzerland, advising Industry and retailers worldwide. He has extensive expertise in the cooperation in international on-top agreements and global partnerships with the Industry.

At EMD, Eric Lemerrier heads the team of Peter Arnolds and Jürgen Barthelmä, working both very successfully since many years as Directors Branded Products for EMD. In the context of the continuous growth strategy, EMD invests in the development of new services such as data sharing, sustainability and strategic cooperation.



Strengthens EMD with immediate effect: Eric Lemerrier (49) has been appointed Director of Business Development. Photo: European Marketing Distribution AG.

Eric Lemerrier on his new role: "EMD's platform offers to our suppliers increasing opportunities to develop their business with our members. The growth in the number of partner suppliers shows the interest in our business model".

## **About EMD**

European Marketing Distribution AG, with headquarters in Pfäffikon, Switzerland, has been acknowledged since 1989 as an efficient and high-performing partner for Fast Moving Consumer Goods (FMCG) by the consumer goods industry. The leading associated group operates now together with its member companies in 20 countries in Europe, Oceania and Asia.

## **The member companies of European Marketing Distribution (EMD) are active in the following markets:**

Australia: Woolworths	Norway: Unil/NorgesGruppen
Austria: MARKANT Österreich	Poland: Kaufland
Bulgaria: Kaufland	Portugal: EuromadiPort
Croatia: Kaufland	Romania: Kaufland
Czech Republic: MARKANT	Russia: Lenta
Denmark: Dagrofa	Sweden: Axfood
Germany: MARKANT	Switzerland: MARKANT
Italy: ESD Italia	Slovakia: MARKANT
New Zealand: Countdown (Woolworths)	Spain: Euromadi
Netherlands: Superunie	South Korea: Homeplus

## **For further information:**

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