

Erik Juul-Mortensen

President, Maxxium Global Travel Retail

President of Tax Free World Association

Erik Juul-Mortensen is President, Maxxium Global Travel Retail. He is also President of Tax Free World Association. Erik has served the industry with distinction since joining Danish Distillers in 1987 as Vice-President of the newly-established export and duty free division, later being promoted to Senior Vice-President and Export Director and in 1996 to International Director. Following the acquisition in December 1999 of Danish Distillers by V&S Vin & Sprit, he transferred to the newly created Stockholm-based V&S International Brands as Senior Vice President and Commercial Director. In 2003 followed the promotion to President V&S Global Duty Free & Travel Retail. He assumed his current role in October 2005. He is a founding member of TFWA and has been a member of the Management Committee of Tax Free World Association since 1985 and was Vice-President from 1986 to 1997. The election to President followed in September 1999.