

## EFFA team grows with the addition of Ms. Bo Dohmen as Public Affairs Officer

Ms. Bo Dohmen joined the European Flavour Association (EFFA) as their new Public Affairs Officer on 2 May 2019.



Ms. Bo Dohmen joined the European Flavour Association (EFFA) team on May 2<sup>nd</sup>, 2019.

*"We are very pleased to announce this new appointment" says Alexander Mohr, Executive Director of EFFA. "Bo brings to this position some solid public affairs experience, having worked in European advocacy consultancies over the last years."*

Bo holds an MSc in European Studies from the University of Gothenburg, Sweden. She obtained a BA in European Union studies with a focus on Communication and Public Policy in Maastricht (Netherlands) and studied for a semester in France. Prior to joining EFFA, Bo worked for a Public Affairs consultancy in Brussels to immerse herself into the world of Public Affairs. Bo is a Dutch native and speaks fluent English, French, Spanish, and basic Swedish and German.

*"I am very excited to join the EFFA team today", says Bo, "the flavour industry is playing a significant role in the food and drink sector and I am very much looking forward to further contributing to highlight the benefits of flavours to our stakeholders and customers alike."*

We wish Bo Dohmen a very warm welcome to the European flavour family and much success in her new role.

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