



The International  
Fragrance Association

# GLOBAL FRAGRANCE SUMMIT



Alexander Mohr's appointment was first mentioned to fragrance stakeholders at the Global Fragrance Summit in Dubai.

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## Alexander Mohr appointed President of the International Fragrance Association

**Geneva, 14 November 2024 – The International Fragrance Association (IFRA) has announced the appointment of Alexander Mohr President of the organization, effective immediately. Dr Mohr succeeds Martina Bianchini, who has administered IFRA since 2016. In his new capacity, Dr Mohr will bring a renewed focus on strengthening IFRA's core values and ensuring alignment across the organization to support its mission of promoting safe and sustainable fragrance use worldwide.**

“I am honored to take on the role of President of IFRA and continue the organization’s commitment to safe and sustainable fragrance” said Dr Mohr. “I am grateful to Martina for her dedication and contribution to the industry, and I look forward to building on her work”.

Dr Mohr brings extensive experience in association leadership and regulatory affairs, having served as Executive Director of the European Flavour Industry Association (EFFA) from 2016 to 2024. His previous roles include Secretary General of the Association of European Producers of Steel Packaging and leading public affairs for the European container glass industry.

Martina Bianchini expressed her confidence in Dr Mohr’s leadership, saying “Alexander’s deep understanding of the trade association landscape and his pan-sectoral expertise make him the ideal person to guide IFRA forward. I am thrilled to see him take on this position and am confident he will continue the drive towards IFRA’s vision”.

Dr Mohr’s career has also encompassed roles as a political consultant, lecturer, and published author on policy and regulatory issues, equipping him with a strong foundation to lead IFRA’s global initiatives. Ms Bianchini will, during a transition period until the end of the year, continue to support Dr Mohr in his duties as President.

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### **About Alexander Mohr**

Alexander Mohr PhD is the President of the International Fragrance Association (IFRA).

Prior to this he was Executive Director of the European Flavour Industry Association (EFFA), based in Brussels from 2016-2024. Before EFFA, Dr Mohr was the Secretary General of the Association of European Producers of Steel Packaging and headed the public affairs practice for the European container glass industry (FEVE).

Dr Mohr has worked previously as a political consultant for a Brussels based lobbying firm and for a political think tank on global political party consulting issues in Southeast Asia and Africa. He also lectured on international relations at the 'Institut d'études Politiques de Paris' (SciencesPo).

He has published several articles and interviews on EU and international regulatory and policy developments. Dr Mohr holds a degree in Law from the University of Tübingen and received his Doctorate in International Relations from the Center for Diplomatic and Strategic Studies (CEDS) in Paris.

### **About Martina Bianchini**

Martina Bianchini served as President of the International Fragrance Association (IFRA) from June 2016 to November 2024, during which she transformed the organization into a seamless global entity with regional offices in APAC, LATAM, and India. Drawing on her extensive multinational experience across sectors like chemicals, agriculture, biotech, food, health, and luxury goods, she led IFRA with a unique, cross-cultural perspective.

Martina began her career at Monsanto, later becoming Vice-President for EU Government Affairs & Public Policy at Dow, where she also served as the global advocacy lead for chemicals and health. She represented the business community as a delegate to major inter-governmental organizations, including the OECD and the United Nations, and served on several boards.

Martina was educated at Louisiana State University (US), the University of Trier (Germany), the University of London (UK), and the Harvard School of Public Health (US), bringing a wealth of academic and professional expertise to her leadership roles.

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The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises 7 multinational Regular Members, 22 National Associations and 12 Supporting Members in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its

mission is to promote the safe and sustainable use of fragrance.

Fragrances are a key ingredient used by consumer goods companies – for fine fragrances, personal care and cosmetics products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's National Associations. The Code also requires members to abide by local, national and international regulations, and to apply good manufacturing practices.

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