

Françoise Rossi appointed Sales and Development Director of the Grimaldi Forum Monaco

On Monday 13 September, Françoise Rossi became the new head of the Sales and Development Department of the Principality's Congress Centre. She takes over from Laurence Garino, who has left to join the Monaco civil service.

A 48-year-old Monegasque with a Master's degree in private law and a post-master's diploma in company management, Françoise Rossi is one of the original members of the Grimaldi Forum Monaco's staff; she joined the sales department in 1999 after working for the Crédit Foncier de Monaco for 10 years.

Throughout her 11 years in the sales team, she has acquired considerable experience in business tourism and events organisation. She was responsible for sales development in Southern Europe, notably in the French and Italian priority markets, as well as for the luxury and cosmetics sectors.

Her perfect knowledge of the market and of the joint strategies undertaken by Destination Monaco's Monegasque partners plus her open-minded approach are assets for the success of her new mission within the Grimaldi Forum Monaco.