

Margherita Blanc Chief Operating Officer

Margherita Blanc is the Chief Operating Officer, overseeing the daily operations of pb travel. Ms. Blanc comes to pb travel from M&B Marketing Consulting, which she co-founded with Martha Muguerza to provide strategic marketing advisory services. M&B's clients have included Fox International Entertainment Channels, Conectadas.com, I Mall Valet.com., the Basque Travel Authority.

At Fox, Ms. Blanc developed and implemented marketing initiatives that significantly strengthened the competitive positions of Canal Fox and Fox Kids Latin America. M&B also worked with Fox in launching the first 24-hour Fox cable channel in Spain. In addition, M&B worked with clients such as the Basque Travel Authority, Conectadas.com and I Mall Valet.com, participating in the branding and strategic development for launching these brands and building awareness.

Prior to forming her consulting company, Ms. Blanc served as Vice President of Worldwide Marketing for Tiffany&Co., in New York, where she oversaw the strategic direction and marketing initiatives for the 15 worldwide markets in which Tiffany&Co. operated at the time. She oversaw a budget of more than \$26 million dollars and identified strategic marketing opportunities that led to significant increases in sales and are still being used today. These initiatives included launching the Tiffany fragrance brand in 1987, implementing the "Blue-Box" advertising campaign that made the Tiffany Robin's Egg blue box the branding icon of the company (an evolution is still in use today) and the strategic direction and implementation of the diamond engagement ring and pearl campaigns.

Before joining Tiffany&Co, Ms. Blanc worked at N.W. Ayer Advertising, managing the advertising campaigns of the four DeBeers Consolidated Mines brands. Ms. Blanc has lived and worked in New York, Paris and Los Angeles, speaks four languages and currently resides in Miami, Florida. Ms. Blanc has a Bachelor of Science Degree in Business from Georgetown University.