

Message from Gail Cohen, GCVA Director General

It has been a great honour and privilege to lead the Gift Card and Voucher Association (GCVA) over the last 8 years.

When taking on a 50 day a year consultancy project I had absolutely no idea where it would lead and how the industry and organisation would grow during this time. Together, we have tackled, survived, and beaten - Brexit, VAT, Covid and are now navigating the Cost of Living Crisis. This industry continues to amaze me responding in such a positive way.

It is wonderful to be part of such a dynamic community and industry, with over 90 members, a full annual events programme, flagship industry conference, awards, ongoing insight, and research, thought leadership and PR, and much more, all supported by an active industry executive group and dedicated, creative, wonderful professional delivery team.

As they say, all good things must come to an end, and I have made the very hard but considered decision to stand down as Director General from the GCVA on December 31st2023. My work has always been and will continue to be a very, very important part of my life; but I also realise that the allusive 'work-life balance' needs to become a reality for me.

No, I am not retiring. I have a vision of a new life; combining a small portfolio of projects/NED roles (and yes, that includes staying involved in the wonderful gift card industry). I would like to spend more time with my family in the UK and Israel, indulge my passion for travel, have more time to garden, entertain, visit galleries, or maybe even chill out a little.

During the next few months, it will be business as usual delivering the Hall of Fame Awards, November Summit, and launching GCVA Conference '24 (watch this space). We will also be recruiting a new GCVA Director and planning for the future.

The future of the GCVA under the guidance of the fantastic GCVA executive group and team, alongside the mighty membership is guaranteed to shine bright.

Thank you to every one of you, for making my time at the GCVA so very special – we have plenty of time for 'au revours' and I look forward to seeing you all at the Hall of Fame Awards.

With all my very best wishes,
Gail

Message from Adam Hobbs & Siobhan Moore, Co-chairs GCVA Executive Board

We'd like to thank Gail for her tremendous contribution to the GCVA over the last 8 years. Gail's positive, can-do attitude has propelled the Association forward in so many ways.

Under her leadership the Association has grown considerably and firmly established itself as the leading association for the gift card community for news, thought leadership, networking and events. Gail will be missed both from a GCVA perspective and across the Industry.

We wish Gail well in her next ventures and are delighted with her plan to keep at least a toe in this industry. We look forward to seeing what Gail does next.

Adam and Siobhan

