



The European
Direct Selling Association

Leading the Future of European Direct Selling: Seldia Elects New Chairperson and Board

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On November 21, Beatrice Nelson-Beer, Chief Legal Officer at Lifeplus, was elected as the next Chairperson of Seldia, the European Direct Selling Association. Her appointment was confirmed during the organisation's General Assembly held in Brussels, marking an important milestone for both Seldia and the direct selling industry in Europe.

The appointment was confirmed alongside the newly elected Board of Directors for Seldia, featuring representatives from the Direct Selling Associations (DSAs) of France (Frédéric Billon, Vice-Chairperson), Spain (Soledad Hijano, Treasurer), Italy (Giuliano Sciortino), Sweden (Kristen Fraser), Poland (Tomasz Muras), and the Baltics (Gintautas Zaleckas), as well as corporate leaders from leading direct selling companies including Herbalife Nutrition (Alessandro Tschirkov), Mary Kay (Ewa Kudlinska-Pyrz) and, Oriflame (Pontus Andreasson).

"I am delighted to have the opportunity to rejoin Seldia as Chairperson for a second term. I am fully committed to representing Seldia and serving as a strong advocate for the European direct selling sector, to represent the voice of industry and ensure our members voices are heard, and our industry's interests are championed."



Beatrice Nelson-Beer, Chairperson of Seldia and Chief Legal Officer at Lifeplus

Beatrice brings extensive expertise to her role, with over a decade of experience in executive positions within the direct selling industry. This marks her second term as Chairperson of Seldia, underscoring her expertise and commitment to advancing the sector. Under Nelson-Beer's leadership, Seldia aims to strengthen its advocacy efforts, promote sustainability and ethical practices within the industry, and facilitate collaboration among its members. The association will continue to represent the interests of direct selling companies and their independent representatives at the European level, while fostering a dialogue with policymakers and other stakeholders.

“Direct selling offers exceptional opportunities in today’s flexible working environment for people from all walks of life to maximise their potential and earn supplementary income. As the European umbrella association, Seldia plays an essential role within this, driving growth, innovation, and success across the direct selling industry in Europe. This effort extends beyond Europe, as we aim to continue building strong global relationships and fostering collaboration with colleagues worldwide. This is essential to advancing the success of the direct selling industry. Together, we will

continue to work to champion trust, protect and promote ethical practices, and advocate for the many benefits of direct selling. Preserving the integrity of our industry is a cause I am deeply passionate about, and maximising business opportunities for the sector will remain a key focus as we move forward", Beatrice added.

The addition of industry leaders and corporate representatives from leading DSAs across Europe to the Board of Directors will further enhance Seldia's strength and positioning across the continent.

Imelda Vital, Executive Director (Ad Interim) of Seldia commented:

"I consider it a privilege that such a distinguished collective of industry leaders will join us in guiding the future of direct selling across Europe. I very much look forward to working with Beatrice and the new board for the next three years. I believe we can make a meaningful impact and propel the organisation to even greater heights."

Frédéric Billon, Vice-Chairperson of Seldia and formerly acting Chairperson, added:

"I'm really delighted that Beatrice has been elected as Chairperson of Seldia. I look forward to working with her, and am proud with the trust that has been placed in me for over a year, and now as Vice-Chairperson.

Consumption and our relationship with work are changing dramatically, and direct selling is bringing these two concepts closer together. I'm very proud to be able to promote the human and social values of our sector at European level."

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About Seldia

Seldia is committed to creating an inclusive and sustainable European marketplace where companies, direct sellers, and customers interact with confidence. Our mission is to represent the interests of our members and promote direct selling as a reliable, low-risk business opportunity for people of all backgrounds. We work with European stakeholders to advocate for the benefits of direct selling, grounded in values of freedom, trust, and personal connection, while upholding high ethical standards. As the world's oldest form of retail, direct selling continues to evolve, with personal interaction remaining at its core. Founded in 1968 and rebranded as Seldia in 2011, we are proud members of the World Federation of Direct Selling Companies and Associations (WFSDA), EuroCommerce, and the Federation of European Data and Marketing (FEDMA), driving growth and innovation across Europe.

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