

Maya Hall Appointed as New CEO of Travel Sentry

FORT LAUDERDALE, FLORIDA, UNITED STATES, September 5, 2024

[/EINPresswire.com/](https://EINPresswire.com/) -- Travel Sentry®, the global standard for travel security, is pleased to announce the appointment of Maya Hall as its new Chief Executive Officer. Since joining over ten years ago, she has been a driving force elevating Travel Sentry's brand visibility, most recently as Chief Marketing Officer.

Maya succeeds Florent Perrichon, who is stepping down after an impressive tenure as CEO since 2016.

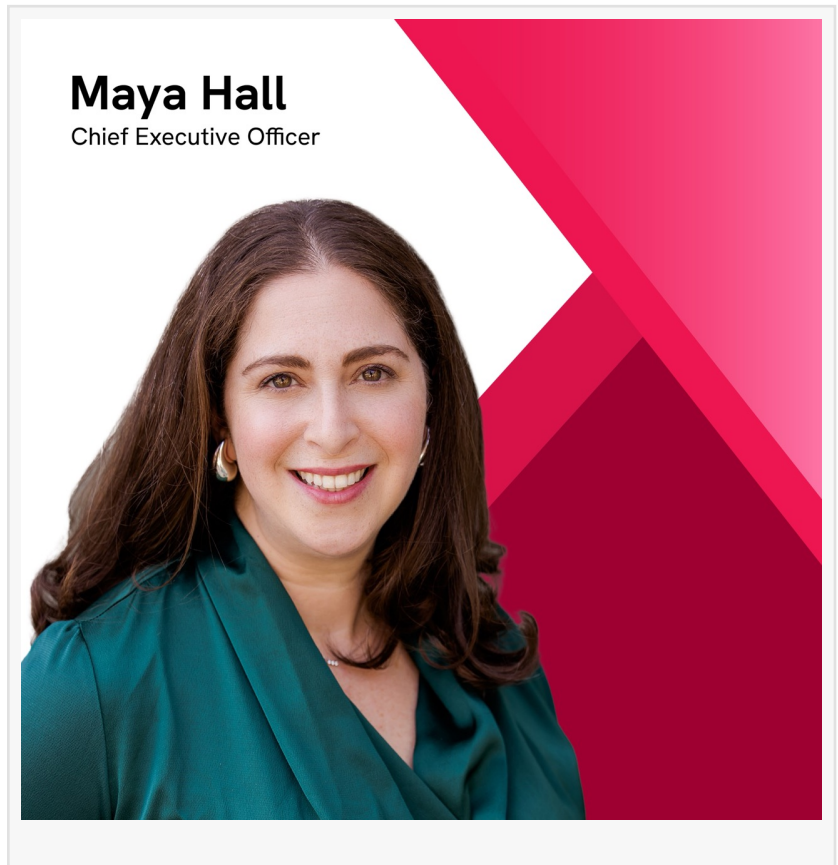
John Vermilye, Founder and Chairman:

"I am extremely grateful to Florent for taking Travel Sentry to the next level, transforming its operations, expanding its global footprint, and strengthening its commitment to sustainability. Maya steps into this role well prepared to continue this legacy of excellence, supporting our partners who number 800 licensed brands, security agencies in over 70 countries, and over a billion users of Travel Sentry locks."

With over 20 years of extensive industry experience, Maya's innovative approach has strengthened Travel Sentry's market presence and deepened connections with licensees and end-consumers worldwide. Her profound understanding of Travel Sentry's mission and values make her the ideal leader to guide the team and company into an exciting and transformative new chapter.

Maya Hall, CEO:

"I'm honoured to lead Travel Sentry into the future, building on our strong foundation to not only support our licensees but also to expand our global reach and impact in new markets."



Maya Hall

Chief Executive Officer

For more information about Travel Sentry and its commitment to enhancing travel security, [please visit http://www.travelsentry.com](http://www.travelsentry.com).

About Travel Sentry

Travel Sentry is the licensing company behind the [TSA Lock system](#), recognisable by its trademarked Red Diamond. Using Travel Sentry-approved locks allows luggage to be opened, inspected and relocked by security authorities without damage. The Red Diamond is a symbol of trust and quality worldwide.

Molly St Johnston

Travel Sentry

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