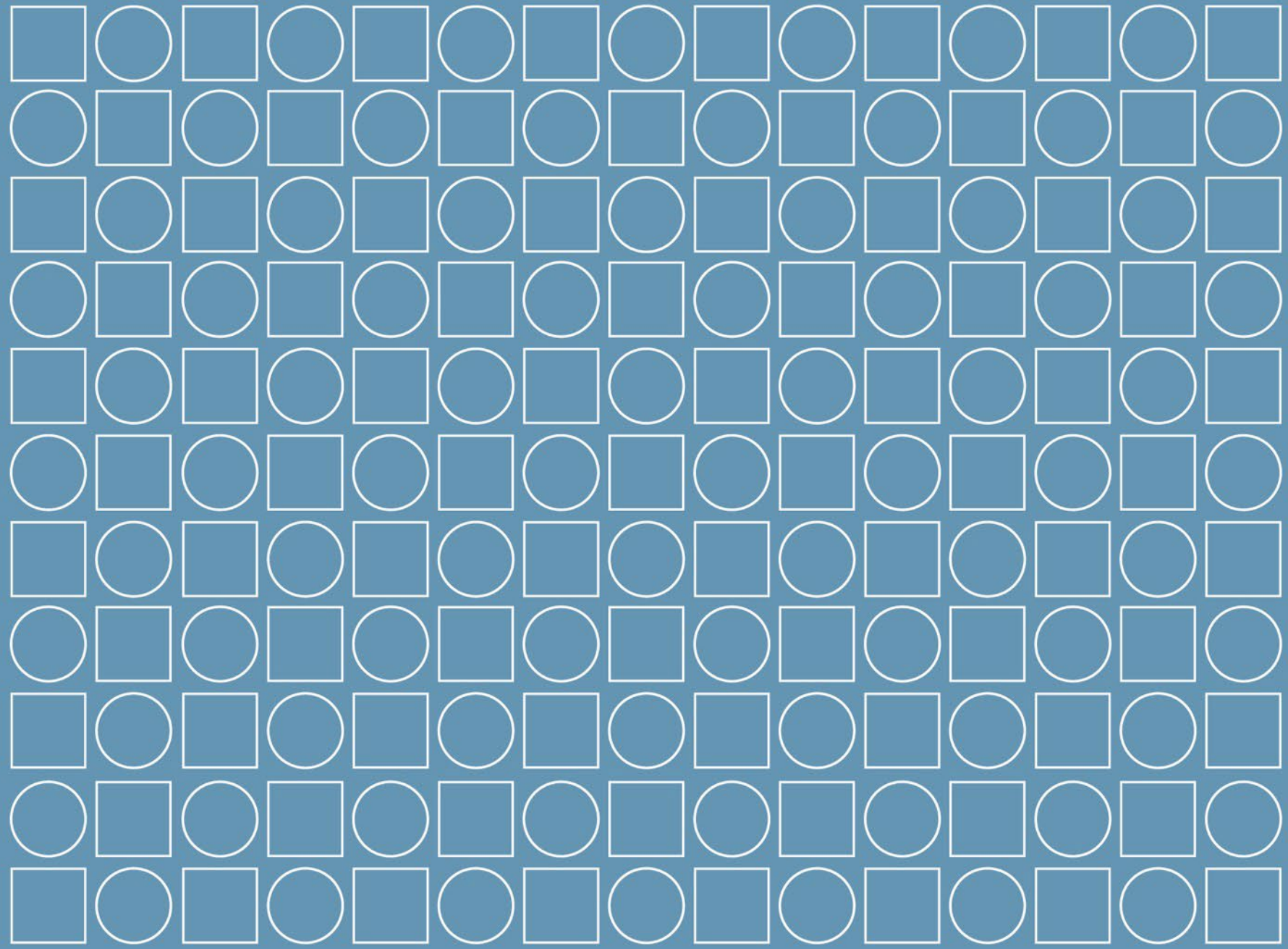


GCVA & PR
Agency One

Press & Media
Coverage

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The Gift Card and Voucher Association (GCVA) has announced the appointment of Dr Hannah Shimko as its new Managing Director.

Dr Shimko brings a wealth of experience and expertise to her new role, having served as Chief Executive Officer at the Online Dating and Discovery Association and Head of Policy and Communications at The Heritage Alliance.

Dr Hannah Shimko's selection for this pivotal role was based on her extensive skills and experience in managing the diverse activities of trade associations. Her track record of successfully leading teams, growing memberships, and championing initiatives aligns seamlessly with the GCVA's vision for the future.

Commenting on Dr Shimko's appointment, Siobhan Moore and Adam Hobbs (GCVA Executive Co-Chairs) stated, "Hannah's skills and experience were just what we were looking for. Someone who understands and has experience of managing the diverse activities of a trade association, with the ability to manage and grow the GCVA team, its membership and championing the

many and varied GCVA initiatives that help drive our vibrant sector forward."

The appointment of Dr Shimko is expected to further enhance the development of the GCVA and the wider gift card industry. Despite the challenging economic climate, the gift card market continues to thrive, and the GCVA is confident that Dr Shimko will play a key role in capitalising on this upward trajectory.

In her new role, Dr Hannah Shimko will spearhead several key initiatives aimed at advancing the gift card industry and advocating for regulatory changes to support its growth. Chief among her priorities is advocating for an increase in the tax allowance for trivial benefits. Currently, employers can make tax-free gifts to employees of £50 each.

Dr Shimko believes this allowance should be raised to match those in other countries, especially in light of the increasing costs of living. Additionally, Dr Shimko aims to continue the gift card industry's success in tackling fraud and to educate a wider business audience on how gift cards can be utilised as tools to grow and improve their businesses. Whether promoting customer and staff loyalty or attracting new customers, Dr Shimko sees gift cards as invaluable assets in today's business landscape.

In her own words, Dr Hannah Shimko shared her enthusiasm for her new role, stating, "I am excited to lead the GCVA into its next chapter, supporting a growing team to continue to deliver the quality engagement and events members and wider stakeholders have come to rely upon. At the same time, we'll be looking at new endeavours, helping the sector further enhance its reputation, expand new commercial opportunities and campaign on areas of best practice and social impact."

Dr Shimko's extensive background in communications, events, and engagement, combined with her passion for mentoring professionals in the creative and cultural industries, positions her as an ideal candidate to drive the GCVA forward. Her commitment to delivering quality experiences and her vision for growth aligns perfectly with the goals of the Association.

"I am looking forward to getting to know a new industry, while also bringing my knowledge of tech and e-commerce policy, opportunities, and challenges to the GCVA," added Dr Shimko. "It's an exciting time to be joining the team at GCVA."

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