



Chloé Menhinick Joins ICA as Director of Communications

Press release - November 10 2020

The International Currency Association (ICA), representing the global currency sector, has appointed Ms. Chloé Menhinick as their Director of Communications.

Based out of The Hague, Ms. Menhinick has 15 years of experience working in the associations industry, providing leadership as well as advisory services on communications and marketing, communication for membership and stakeholder engagement.

She previously served as Head of Communications and Head of Membership & Network Engagement for the International Water Association, an association with a global membership network in over 130 countries. She is also a board member of the European Society of Association Executives (ESAE) and Chair of its Communications & Membership Committee.

ICA Director General Jutta Buyse said that with her appointment, the ICA will be working to further strengthen its profile as the world's leading association for the currency industry as well as deepen its engagement with its members.

"Chloé is a highly respected international association communications executive," Buyse said. "She brings a wealth of global experience and her expertise in communications and membership engagement comes at a pivotal moment in time. The ICA's role in advocating for cash as a public good has never been more critical than today. Chloé's previous experience of working for an international association that sought to ensure global access to clean water and sanitation as a public good which must be protected, defended and treated as such, resonate particularly strongly with our own mission."

Commenting on her appointment, Menhinick says: "As a vehicle for social inclusion, cash is a fundamental cornerstone of equitable and sustainable societal development and I'm honoured to play a part in communicating the importance of this industry moving forwards. At the same time, there has never been a more challenging time in the association world so I am delighted to be able to contribute my expertise and passion to ensure the continued success of the ICA during these challenging times and beyond. "

Chloé Menhinick takes over the baton from Evan O'Connell who established the communication function for the ICA and is heading to new challenges. The ICA also thank Evan O'Connell for his support to the association during the challenging time of the COVID-19 outbreak.

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About the International Currency Association

The International Currency Association exists to create a coherent voice for the currency industry – covering design, production, manufacturing and distribution. We are the first industry body of its kind with a membership made up of businesses that span the sector.
<https://currencyassociation.org/>

Contact: Chloé Menhinick, Director of Communication, ICA

Email: chloe.menhinick@currencyassociation.org | Mobile: +33 (0)6 28729479