

Christian Destrieux, Sales & Marketing Manager | Avis Budget Group New Zealand

He has enjoyed the challenges over the years of finding innovative ways to promote the most beautiful destination in the world; the French native's adopted New Zealand. e-commerce is central to Avis Budget Group's approach to being a customer led and service driven company, however Christian warns that common sense and many of the time-tested universal truths about communication remain even more important than the past given the power of digital communications.