

Press release

IFRA Board

Michael Friede joins the IFRA Board representing Symrise

Geneva, 15 April 2026 – The International Fragrance Association (IFRA) has announced that Michael Friede, President Scent & Care and Member of the Executive Board of Symrise AG, has joined the IFRA Board, representing Symrise. He succeeds Claus Oliver Schmidt in this role.

“Michael’s appointment to the IFRA Board ensures continued strong engagement from Symrise at the highest level of governance within the global fragrance industry”, said Alexander Mohr PhD, President of IFRA. “His broad market knowledge and leadership experience will contribute to advancing IFRA’s mission to promote safe, sustainable and innovative fragrance worldwide, underpinned by the IFRA Standards.”

Michael Friede was appointed to the Executive Board of Symrise AG in December 2025. He leads the Scent & Care Segment, encompassing fragrance applications, aroma molecules as well as care & wellness solutions. The Segment plays a central role in Symrise’s global operations.

“I am delighted to have this opportunity to help guide the International Fragrance Association in its safety and advocacy missions”, said Mr Friede. “Coherent, science-based standards underpin customer trust in fragrance products, securing the future for this vibrant, innovative sector.”

Mr Friede brings extensive international management experience and significant industry-specific expertise. Prior to joining Symrise, he served as CEO of Brenntag Specialties and Member of the Management Board of Brenntag SE, leading the global Life Science and Material Science specialty chemicals businesses. Earlier in his career, he held senior leadership roles at Akzo Nobel and Covestro and began his professional journey at Bayer AG. His experience spans Europe, APAC and North America, reflecting a strong track record in globally operating innovation-driven businesses.

“I look forward to working closely with Michael and to benefiting from his perspective as the association continues to implement its Board-agreed strategy and address evolving regulatory and sustainability challenges across global markets”, said Paul Andersson, Chairman of the IFRA Board.

“On behalf of the IFRA Board, I extend my sincere appreciation to Claus Oliver Schmidt for his valued contribution and commitment to the work of IFRA over the past few years”, added Mr Andersson.





Notes for editors

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ABOUT THE INTERNATIONAL FRAGRANCE ASSOCIATION (IFRA)

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational Regular Members and 22 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's national associations. The Code also requires members to abide by local, national and international regulation, and to apply good manufacturing practices.

