

COMMERCE

Shiseido Americas names Coty CMO as president of central innovation hub

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Shiseido Ultimune

By STAFF REPORTS

Shiseido Americas Corporation, a subsidiary of Japanese beauty company Shiseido Inc., has appointed industry veteran Jill Scalamandre the president of its newly created Global Makeup Center of Excellence.

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Ms. Scalamandre was previously the chief marketing officer for skincare at Coty and has also served as senior vice president of beauty brand philosophy, which falls under the Coty stable of brands. In her new role, which she will take on July 21, she will be at the head of the centralized team, helping to drive innovation in color cosmetic development across the group.

Extensive experience

This is just one of the centers of excellence established by Shiseido to help brands in similar categories share best practices and other knowledge, such as behavioral insights about consumers. This hub for makeup will help nurture younger brands and will also work across brands to test new products.

Coming in handy will be Ms. Scalamandre's varied experience in the beauty realm. She began her career at Revlon, following her tenure with positions at Prada Beauty and Avon. Prior to Coty, she was CMO at Chrysallis Inc., where she headed the acquisition and portfolio building activities, which included the addition of Strivectin and NIA24.

"I am thrilled to join Shiseido and have the opportunity to work with such iconic and trend-setting makeup brands as they accelerate their growth in color," Ms. Scalamandre said in a brand statement. "I have enormous respect for the company and their quality of products."

"With the Makeup Center of Excellence, we will work to drive innovation across all consumer touch points, help maximize the potential of Shiseido's color brands and grow the company's overall footprint in the category."



Cl de Peau Beaut is owned by Shiseido

Ms. Scalamandre will report directly to president and CEO of Shiseido Americas Marc Rey.

"Jill is a highly respected industry executive with a stellar track record and expertise that will benefit all of our makeup brands," said Mr. Rey in a brand statement. "I cannot think of a more qualified person to lead our global makeup innovation hub. The Makeup Center of Excellence will greatly enhance our consumer insights and will help all of our makeup brands move faster and achieve more.

"Jill is the latest in a number of impressive executives, from across the industry, who have chosen to join our already accomplished Shiseido team," he said. "Together, we are working to drive innovation and operational performance across the company under global CEO Masahiko Uotani's bold VISION 2020 strategy."

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