

FRAGRANCE AND PERSONAL CARE

Coty builds out ecommerce leadership with new hire

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Chlo Love Story Eau Sensuelle fragrance

By STAFF REPORTS

Fragrance and personal care group Coty Inc. is working to strengthen its marketplace ambition with the development of a new ecommerce-focused team.

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Coty has appointed Sean Foster as its global senior vice president of ecommerce. Mr. Foster will oversee Coty's ecommerce strategy for its three divisions: Coty Consumer Beauty, Coty Professional Beauty and Coty Luxury, which includes fragrances by Marc Jacobs, Chlo and Gucci, to name a few.

Building on ecommerce

In his role, Mr. Foster will build out better omnichannel user journeys and amplify Coty's ecommerce domains across major markets. This will be achieved through accelerated recruitment and capability investments.

The hire comes as Coty steps up its digital transformation.

"Digital is a cornerstone of our strategy for the new Coty," said Camillo Pane, CEO of Coty, in a statement. "At the core of this focus is our commitment to working with our priority retailer, salon and stylist partners to drive category growth.

"We are excited to welcome Sean to Coty to help us build a richer set of ecommerce capabilities," he said.



Marc Jacobs Daisy campaign

Mr. Foster brings to Coty more than 20 years of experience in digital and ecommerce. During the course of his career Mr. Foster was CEO of CrowdTap, president of Avon online and the head of marketing for Gilt.com.

The executive will be based in New York and will report to Jason Forbes, chief digital and media officer for Coty.

In a statement, Mr. Forbes said, "We've been building four digital pillars: Marketing Science, Content Foundry, Media Optimization and Omnichannel. Our priority is expanding consumer reach with better content on the right media platforms to drive sales in a highly fluid marketplace. Sean's background is a perfect fit for this."

Mr. Foster's appointment comes at a time when ecommerce is a hotbed issue for Coty.

A high-profile legal dispute between Coty and a distributor could lead to serious consequences for ecommerce internationally.

Coty asked a German court to prevent Akzente, an official distributor of its products, from selling its fragrances on Amazon. The complaint was dismissed initially, citing antitrust laws, but now the decision is moving to the European Court of Justice to decide if retailers have the right to forbid distributors from selling through certain ecommerce channels ([see story](#)).

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