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Estee Lauder puts focus on home market with promotions

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Estee Lauder is building up its executive team in North America. Image credit: Estee Lauder

By STAFF REPORTS

Beauty group Estee Lauder Companies is looking to strengthen its North American leadership with two new appointments.

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Chris Good has been named group president of North America, while Claudia Benshimol has been promoted to senior vice president, general manager of Estee Lauder and Aerin Beauty for North America. Estee Lauder's global revenues rose 16 percent last year, with North America's growth largely driven by Canada and Latin America.

New roles

Mr. Good has been president of North America since 2017, a role that includes oversight of areas such as distribution, retailer partnerships and channel strategy. His new role, effective immediately, will include much of his existing duties, as well as seeking out investments and growth opportunities.

The executive will continue to report to president and CEO Fabrizio Freda.

"As our home market, with a competitive and fast-evolving prestige beauty landscape, North America remains a central part of our corporate strategy and an important engine for the company's long-term sustainable growth," Mr. Freda said. "Chris has played a vital role in driving the transformation and turnaround of our North America business and this promotion reflects his track record of achieving strong performance and our confidence that his visionary leadership and deep consumer, retail and operational expertise will help drive meaningful future growth in this important market."



Claudia Benshimol's new role will include overseeing the Este Lauder and Aerin Beauty brands. Image credit: Este Lauder

Ms. Benshimol joined Este Lauder in 2012, coming to the beauty group from consulting firm McKinsey & Company. She previously held roles including vice president of strategy and analytics for North America and key account manager for Belk and Dillard's.

Most recently, Ms. Benshimol was vice president of account management at Este Lauder and Aerin for North America.

Following her promotion, effective Oct. 1, she will be overseeing marketing, account management, field sales and education, leading Este Lauder's launch strategy. Along with retail, she will also be guiding the brand's digital and social media strategy.

"Claudia is an exceptional leader with a forward-thinking approach to retail commerce and consumer strategies," Mr. Good said in a statement. "She brings deep North America market and strategic expertise and she has played an important role in driving retail growth for the Este Lauder brand in North America.

"Her demonstrated ability to identify and pivot to granular and high-growth opportunities, and her adeptness in driving high-performance teams makes her ideally suited to build on the brand's remarkable success in North America and further accelerate its growth."

Este Lauder Companies' fiscal year 2018 results showed a marked improvement in sales driven by strong online and travel retail growth.

The company saw an overall 14 percent increase in net sales over the fourth quarter of the 2018 fiscal year. Este Lauder's large share of the beauty market means that its earnings are a good barometer of the health of the beauty business as a whole ([see story](#)).