

FRAGRANCE AND PERSONAL CARE

## Shiseido hires new global growth officer

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*Shiseido is one of the luxury brands taking a localized approach. Image credit: Shiseido*

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By STAFF REPORTS

Japanese beauty maker Shiseido is hoping to continue its global growth with a new appointment.

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Marc Rey is the new chief growth officer for Shiseido, moving up from his position as CEO of the Americas. Taking over on Jan. 1, Mr. Rey will help develop a new plan and business to facilitate greater growth worldwide.

### Shiseido growth

In addition to making a new business plan, Mr. Rey will also oversee Shiseido's new Technology Acceleration Hub, while remaining in control of Shiseido Americas and the Centers of Excellence for Makeup and Digital.

Coming from DreamWorks Animation, Jim Mainard will join Shiseido as president of the hub starting on Nov. 12.

"Shiseido is in the second phase of our Vision 2020 strategy, and we remain firmly committed to global growth in our portfolio through digital acceleration, new business development and new value creation through innovation, acquisitions and partnerships," said Masahiko Uotani, president and CEO of Shiseido, in a statement.

"During his tenure, Marc has led, with great success, acquisitions in both technology and traditional beauty which are helping to pave the way for Shiseido's future growth toward 2020 and beyond," he said. "With Marc as chief growth officer, we are ensuring that sustained growth remains at the forefront of our company's strategy."

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A post shared by SHISEIDO (@shiseido) on Oct 22, 2018 at 11:18am PDT

### *Shiseido's makeup marketing*

Chief financial officer of Shiseido Americas Ron Gee will also move up to lead another new team, the mergers and acquisitions team, while Mr. Rey will oversee.

"There has never been a more exciting time in the beauty industry," Mr. Rey said in a statement. "A strong M&A strategy with continued development of new technologies is what keeps growth sustainable.

"Indeed, engagement and intimacy with the consumer will bring long-term value to the group," he said. "This enhanced structure, with M&A and technology as our key enablers, will help us to more proactively seek new business partnerships, while keeping technological innovation at the core of everything we do."

Shiseido recently released a new global makeup line, unleashing a revamped method of promoting and categorizing makeup in the process.

The makeup line launched worldwide on Sept. 1, changing up the traditional categorization of products with type instead of body part. The collection is also a mix between makeup and skincare to improve skin rather than just covering it and is part of Shiseido's Vision 2020 plan ([see story](#)).

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