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Shiseido promotes Nars exec as first US president

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

By STAFF REPORTS

Japanese beauty group Shiseido's American subsidiary is looking to strengthen the company's United States sales and marketing activities with the creation of a new position.

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Melissa Sperau, who is currently the senior vice president, Americas at Shiseido-owned Nars, has been named Shiseido Americas Corp.'s president, U.S. In this new role, Ms. Sperau will oversee the commercial operations for Shiseido's umbrella of brands, including working with the company's local retail partners.

Localized leadership

Ms. Sperau has been tasked with increasing Shiseido's sales and margins in the U.S., as well as driving brand engagement and strengthening retail partnerships. Her position includes oversight of the bareMinerals, Buxom, Laura Mercier, Nars, Shiseido, Shiseido Fragrances, Cl de Peau Beaut and Serge Lutens brands' marketing and sales activities.

With Ms. Sperau's focus on the U.S., the company also anticipates gaining insights into its competitive advantages in the market.

In her new role, effective Jan. 15, Ms. Sperau will report to Marc Rey, president and CEO of Shiseido Americas and chief growth officer of Shiseido Group.



Felicity Jones for Cl de Peau Beauté. Image credit: Cl de Peau Beauté

"The United States is the largest, most competitive and dynamic beauty market in the world," Mr. Rey said. "As the market and distribution channels continue to evolve and grow at a rapid pace, it is imperative that Shiseido place a dedicated focus on the U.S. market while continuing to grow its presence and brand portfolio worldwide.

"Melissa is an engaging and inspiring leader with an established track record of delivering sustainable profitable growth," he said. "An agile marketer, she has successfully worked in collaboration with her global brand partners to support retail differentiation in this competitive U.S. market, making her a strong fit for this role. We are thrilled to have her in this important position."

Mr. Rey was named chief growth officer for Shiseido in November 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 ([see story](#)).

In 2014, Shiseido set out to revitalize its company with a Vision 2020 plan. Among the targets of the strategy are achieving annual sales of 1 trillion yen, or about \$9 billion.

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