FRAGRANCE AND PERSONAL CARE

Coty looks to new chief marketing officer

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Gucci has three new lipstick formulas. Image courtesy of Gucci

By STAFF REPORTS

Cosmetics and personal care manufacturer Coty is moving forward with a new chief marketing officer, noting her prowess in brand transformation.

Fiona Hughes will now takeover as chief marketing officer for Coty's Consumer Beauty division and will also join the executive committee. She comes from similar roles in consumer packaged goods companies.

Moving forward
Starting June 12, Ms. Hughes will take on her new role within the Coty business.

Her most recent position was chief marketing officer and executive committee member at beverage and coffee maker Jacobs Douwe Egberts. Prior to that she held various positions at Mars Inc.

"Fiona is an exceptional marketing leader with a deep well of experience in leading brand and portfolio transformation, including successfully shaping global brand vision, strategy and innovation maps," said Pierre Laubies CEO and consumer beauty president at Coty, in a statement. "As improving the performance of Consumer Beauty is a top priority, I am confident that Fiona will be a strong addition to our Executive Committee and that her strategic thinking, strong leadership skills and fresh perspective will make an immediate impact on our efforts in this area."

Burberry's fragrances are produced by Coty. Image credit: Burberry

Despite buzz around luxury beauty, the cosmetics maker recently reported lower-than-expected sales with a drop of 10 percent year-over-year in this year's third quarter.

Coty has stated that it believes the reason for this decline is a change in revenue recognition accounting and moderate supply chain headwinds. Luxury sales revenue also dropped by 3 percent compared to the previous year (see story).