

FRAGRANCE AND PERSONAL CARE

## Coty taps new board members amid turnaround plan

September 25, 2019



*Marc Jacobs fragrances are produced by Coty. Image credit: Marc Jacobs*

---

By STAFF REPORTS

Beauty group Coty has added Pierre Denis and Beatrice Ballini to its board of directors, tapping into their industry knowledge in areas including fashion, retail and beauty.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Mr. Denis is the CEO of Jimmy Choo, while Ms. Ballini is a senior member of advisory Russell Reynolds Associates' retail practice. Coty is currently undergoing a turnaround process, and this new leadership is expected to bring new perspectives to the board and the company.

### Board additions

Before joining Jimmy Choo as its CEO in 2012, Mr. Denis worked a number of fashion and beauty roles.

Mr. Denis started his career in fragrances at Jean Patou. In 1992, he moved to LVMH's perfumes and cosmetics division.

The executive later became the managing director for Christian Dior Parfums in 1999. In 2003, he also began overseeing Christian Dior Couture as well.

At Christian Dior Couture, Mr. Denis became the managing director for Europe, the Middle East and India in 2006.

Two years later, Mr. Denis joined John Galiano as the managing director. While at John Galiano, he expanded the brand's licensing business, giving him the experience of being on the brand side of licensing relationships.



*Gucci Bloom campaign. Image credit: Gucci*

Ms. Ballini also has experience in the fashion business, having been the CEO of an Italian men's clothing manufacturer.

Earlier in her career, Ms. Ballini worked at Goldman Sachs & Co.'s M&A department in New York and Bain & Co. in London and Boston.

Currently, Ms. Ballini leads Russell Russell Reynolds Associates' Family Business Services. She is also a steering committee member of the board and CEO advisory group.

"We are very excited to add the deep industry expertise and independent perspectives of Pierre and Beatrice to the Company's Board as Coty moves forward with executing its turnaround plan," said Peter Harf, chairman of the board, in a statement.

Beauty group Coty is launching a turnaround plan aimed at establishing a path towards growth, which includes a new leadership structure.

Amid the changes that will be rolling out at Coty is the introduction of marketing leadership for each division. Simona Cattaneo, current chief marketing officer of Coty Luxury, will become president of luxury brands in January 2020 ([see story](#)).