

BEAUTY

## Jane Hertzmark Hudis promoted to executive group president of US cosmetics giant Este Lauder

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*Jane Hertzmark Hudis*

By LUXURY DAILY NEWS SERVICE

U.S. cosmetics giant Este Lauder Companies has promoted Jane Hertzmark Hudis to executive group president effective July 1, potentially prepping her for the top job in the future should a vacancy occur.

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A longtime veteran of the New York-based company, Ms. Hertzmark was previously group president. She will report to president/CEO Fabrizio Freda and have oversight over brands such as Este Lauder, La Mer, Bobbi Brown, Aerin, Origins, Aveda, Bumble and bumble, Dr. Jart+ and Do The Right Thing.

"Throughout her career, she has made a significant impact driving brand-building expertise, spearheading the elevation of marketing and talent, and leading her portfolio of brands to achieve outstanding broad-based growth across categories, regions and channels," Mr. Freda said.

**More skin in the game**

Ms. Hertzmark Hudis' portfolio includes some of the fastest-growing areas of **Este Lauder Cos.**, particularly skin care, and in the China and Asia-Pacific markets.

Este Lauder is currently the No. 1 brand worldwide in skin care and La Mer the top name in the luxury segment.

Ms. Hertzmark Hudis' hero franchise strategy has built franchises including Este Lauder's Advanced Night Repair and La Mer's Crème de La Mer.

Promotions have come fast and quick for Ms. Hertzmark Hudis.

In 2016, she was raised to group president of Este Lauder Cos. Prior to that she served seven years as global brand president for the Este Lauder brand that she modernized and digitized to appeal to younger consumers.

Indeed, under her charge, Este Lauder net sales rose more than 40 percent and achieved No. 1 status among prestige brands in Asia.

Ms. Hertzmark Hudis also served as president of the company's Origins brand and BeautyBank, a brand innovation think tank that she founded in 2003.

The executive is also known for her advocacy of leadership development, inclusion and diversity.

In 2017 she cofounded the company's Women's Leadership Network to inspire and engage women across the organization for leadership and mentoring roles. That organization now has 2,000 members in the U.S. and other parts of the world, with local chapters in France and the United Kingdom.

Ms. Hertzmark Hudis serves as a director on the board of U.S. jeweler Tiffany & Co. and the Fashion Institute of Technology in New York. She is also on the advisory board of the Breast Cancer Research Foundation.

ALL OF Ms. Hertzmark Hudis' skills will have to be marshaled to tackling a new reality for business, especially beauty that is now hamstrung by social distancing guidelines and changed priorities in a recovering global economy.

Este Lauder Cos., like its peers, has suffered financially with the COVID-19 coronavirus lockdowns in the United States and overseas, along with an unpleasant employee-driven campaign to unseat Ronald S. Lauder younger son of founder Este Lauder from the company board for his support to President Donald Trump.

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