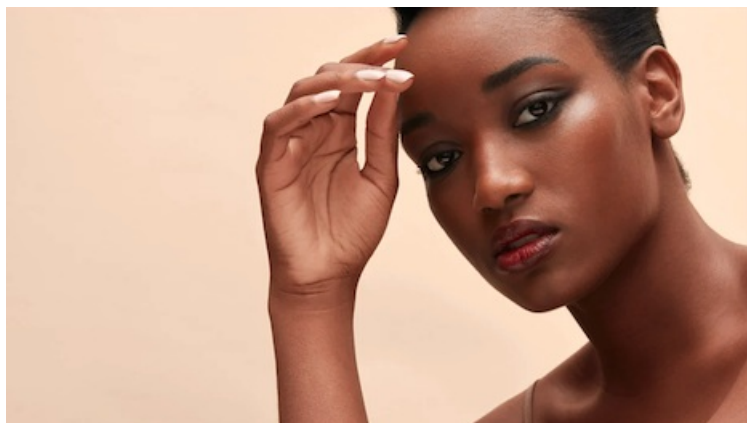


FRAGRANCE AND PERSONAL CARE

Shiseido appoints new CEO for Americas

May 17, 2021



Shiseido continues making strategic moves. Image credit: Shiseido

By LUXURY DAILY NEWS SERVICE

Japanese beauty group Shiseido has named industry veteran Ron Gee as president and CEO of Shiseido Americas as it looks to strengthen its positioning in the market.

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

Mr. Gee's promotion from chief financial officer and interim CEO will be effective July 1. Shiseido Company, Limited has been focusing on its luxury and prestige portfolio ahead of its 150th anniversary in 2022.

Shiseido strategies

Mr. Gee will report directly to Shiseido president and group CEO, Masahiko Uotani. He first joined Shiseido Americas in 2016 as chief financial officer and has concurrently been serving as CEO on an interim basis since September 2020.

"During his time as CFO and more recently as Interim CEO of the Americas, Ron has indisputably earned his reputation as a keen business leader, collaborative team builder, skilled problem solver and invaluable partner," Mr. Uotani said in a statement. "Throughout the COVID-19 pandemic, he has shown remarkable leadership in a time of crisis, protecting our business in the region while continuing to drive our ongoing digital transformation.

"With his leadership, I am confident that Shiseido Americas will achieve even greater success in the market and will continue to contribute boldly to the future of Shiseido Group and our WIN 2023 strategy," he said.



Ron Gee is the new CEO of Shiseido Americas. Image courtesy of Shiseido

In his new role, Mr. Gee will assume global brand holder responsibility the beauty group's Americas-based brands, including Bare Minerals, Buxom, Drunk elephant, Laura Mercier and Nars. He will lead the company's commercial businesses and subsidiaries in the U.S., Canada and Latin America.

He will also continue as Shiseido Group's global mergers and acquisition leader.

Before joining Shiseido, Mr. Gee served as chief financial officer of the Americas at Coty, Inc. At L'Oral USA, he worked with several brands including Giorgio Armani, Ralph Lauren and Yves Saint Laurent.

"At Shiseido Americas, I have experienced first-hand the dedication and passion of the organization that I now have the privilege to lead, and I am more motivated than ever to continue the important work we do every day," Mr. Gee said in a statement. "With the support of my executive leadership team, I look forward to building on the success of the Americas region to become even stronger as we position ourselves to win in a post-pandemic landscape."

The beauty group also recently revealed a joint venture with the consultancy Accenture to establish Shiseido Interactive Beauty Company, Limited. The new company will be headquartered in Tokyo and provide digital marketing and IT-related services to Shiseido and its group companies.

Earlier this year, Shiseido announced plans to sell its personal care brands to a private equity firm as it continues to prioritize its prestige portfolio.

Shiseido will be establishing an independent joint venture with CVC Asia Pacific Limited focusing on the personal care business. Mid-to-high-priced cosmetics sales account for more than 70 percent of Shiseido's group sales since 2015 ([see story](#)).