

FRAGRANCE AND PERSONAL CARE

Estee Lauder Cos. promotes Sue Fox to president of UK, Ireland

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Ms. Fox has been with the beauty group for 26 years. Image credit: Estee Lauder

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Estee Lauder Companies is announcing its promotion of Sue Fox to the president role in the United Kingdom and Ireland, effective immediately.

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Ms. Fox has been with the beauty group for 26 years and has previously held several senior-level positions, including general manager of Japan and managing director of South Africa. Her most recent role was senior vice president and general manager of the U.K. and Ireland, responsible for overseeing the company's business in the regions.

"Sue has been instrumental in leading exciting retail innovation and establishing new models of omnichannel distribution for the U.K. and Ireland," said Cedric Prouv, group president, international at **Estee Lauder Cos.**, in a statement. "An authentic, energetic and inclusive leader, Sue is driven by culture and values as much as results."

Experience and drive

In her new role, Ms. Fox will continue to report to Mr. Prouv. In her previous roles, she has led the region in furthering its inclusion, diversity and equity commitments, establishing a new regional governance structure.

Ms. Fox has also overseen the region's COVID-19 relief efforts program, donating 170,000 hand sanitizers that were created at the beauty group's manufacturing facility and providing thousands of Estee personal care products to company employees and charity partners.



Estee Lauder has leaned on virtual consultations during the pandemic. Image credit: Estee Lauder

When she worked as global manager of the group's Japan affiliate, she oversaw five consecutive quarters of net sales growth. Ms. Fox also led travel retail for the Europe, Middle East and Africa (EMEA) region, based in London, and the South Africa affiliate for 10 years.

Ms. Fox has also spent time in the Singapore, Asia-Pacific and North America regions and affiliates and is currently a member of The Estee Lauder Companies' Executive Leadership Team.

Last month, Estee Lauder Companies revealed how it has addressed systemic issues around race, identity and representation in the last year.

In a progress update shared with group employees, Estee Lauder Cos. disclosed corporate numbers relating to hiring, education and other efforts as it works to become a more equitable organization ([see story](#)).

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