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## Sephora shuffles executive talent to focus in on global growth

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According to reports from WWD, the beauty retailer's newly-resumed CEO has internally announced a series of switch-ups among the company's executive leadership. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is supposedly mixing up its global merchandising team, according to a *WWD* report.

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The beauty retailer's newly-resumed CEO has internally announced a series of switch-ups among the company's executive leadership. With these changes, Sephora is seeking to drive global business growth.

"Driving prestige beauty innovation and product differentiation have been key strategic priorities for Sephora for many years," said Chris de Lapuente, CEO of *Sephora* and chairman and chief executive officer of the selective retailing division at *LVMH Mot Hennessy Louis Vuitton*, in an internal statement obtained by *WWD*.

"In this spirit of accelerating our global business momentum, we desire to significantly evolve and accelerate our product innovation plans, advance our global brand partnerships and accelerate new categories through 360-degree plans and increased global collaboration."

### Global focus

Previously operating both domestically and globally, Sephora's executive vice president and global chief merchandising officer Artemis Patrick will assume full-time global responsibilities.



*With these changes, the beauty retailer seeks to drive global business growth. Image credit: Sephora*

Among other shifts indicative of the company's intense global focus include the promotion of Priya Venkatesh from senior vice president of merchandising, skin and hair for North America to senior vice president of global merchandising.

Additionally, as senior vice president of global merchandising, business development and strategy, Rauvan Dulayand will now interface exclusively with the global team.

Laddering up to their titles, both women have worked to expand Sephora's indie skin care lineup and take existing brands international respectively. Ms. Venkatesh and Ms. Dulayand will report to Mr. Patrick.

On the U.S. level front, e-commerce business lead Carolyn Bojanowski, who has been promoted to executive vice president of merchandising at Sephora, will assume Ms. Dulayand's stateside duties. Ms. Bojanowski now reports to the president at CEO of Sephora Americas.

Meanwhile, Sephora has filled Ms. Venkatesh's prior title with two talents: Brooke Banwart will lead merchandising and skin care, as Jennifer Lucchese takes charge of hair.

The internal shakeup comes on the heels of domestic expansion plans, as the beauty behemoth and Kohl's recently announced new plans to expand Sephora's presence in all Kohl's retail locations from 600 current stores to 850 full-sized, 2,500-square-foot Sephora at Kohl's locations by 2023 ([see story](#)).

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