

COMMERCE

Coty Inc. adds ex-L'Oral digital exec to board of directors

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Coty's new appointment marks a prioritization of the conglomerate's digital strategies. Image credit: Coty

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Coty has appointed Lubomira Rochet, formerly of L'Oral with decades of "digital-first" experience, to its board of directors.

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Ms. Rochet has spent over 20 years working in the digital space of business, helping to improve the platforms and metrics of companies across the industry. At Coty, she will help drive and hone the brand's omnichannel strategies.

"We are delighted to welcome Lubomira to our board of directors," said Sue Y. Nabi, CEO of **Coty**, in a statement.

"Her deep industry experience and extensive track record of driving digital transformation will be an invaluable asset as we enhance our omnichannel approach," Ms. Nabi said. "I look forward to working closely with Lubomira in the future and to harnessing her valuable perspective and insights on the future of digital integration for the industry and our business."

Digital drive

Before her appointment at Coty, Ms. Rochet held the chief digital officer position at L'Oral starting in 2014 and served as a member of its executive committee.

For seven years, she transformed the company's online space, overseeing strategy across the business' 120 markets and 35 global brands. In 2019, Ms. Rochet's efforts were honored, as the World Federation of Advertisers awarded her with the "Marketer of the Year" title, praising her influence.



Ms. Rochet's work at L'Oral was heavily focused on the brand's online operations and digital image. Image credit: L'Oral

Ms. Rochet began in the technology industry, leading as a manager at Microsoft and IT and consulting multinational CapGemini. She was appointed as global digital agency Valtech's deputy CEO in 2010.

At Valtech, she focused on driving the marketing agency's digital growth across its luxury and fashion sectors, among others.

Currently, Ms. Rochet is a partner at German conglomerate JAB Holding Company the firm counts consumer goods, forestry, coffee, luxury fashion, animal health, and fast food entities among its subsidiaries holding the position in addition to the new Coty appointment.

Not only does this move improve the digital face of the beauty behemoth, but is also a big move for the company's gender equity.

As Ms. Rochet steps into the position, the board of directors is now made up of 50 percent women, driving female representation at the top levels of Coty. The brand's executive committee of five already consists of more women than men, headed by Ms. Nabi as CEO.

This is not the only socially responsible move that Coty has made, having recently embraced zero waste as part of its business practices ([see story](#)).

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