

COMMERCE

Jo Malone reinstates Rachel Baker as vice president general manager of UK, Ireland

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Rose-based scents offerings hailing from Jo Malone London, which now names a new vice president and general manager. Image credit: Jo Malone London

By LUXURY DAILY NEWS SERVICE

U.S. beauty giant Este Lauder Companies has announced that beauty executive Rachel Baker will add the role of vice president and general manager of Jo Malone in London, U.K. and Ireland back onto her plate.

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At Jo Malone London in particular, the executive will take over for former vice president and general manager of Jo Malone in London, U.K. Melissa Mullen, who is leaving the company, citing a desire to pursue personal passions and spend more time with family. Effective March 1, 2023, Ms. Baker will report directly to the president of Jo Malone London U.K. and Ireland, Sue Fox.

"With her strategic ability and commercial acumen, Rachel has achieved a consistent track record in delivering profitable brand growth and operational excellence in all channels of distribution, " said Ms. Fox, in a statement.

"Rachel's passion and strength is the leadership of her teams, especially in people development and shaping future leaders for ELC."

All in the family

Having held the position of vice president and general manager at Jo Malone London at one point, from 2012-2016, Ms. Baker is returning to this post plus one, in light of a departure.

Currently, Ms. Baker holds the same title at personal care subsidiaries Clinique and Dr. Jart, and men's offering Lab Series, also owned by Este Lauder Companies (ELC).

Ms. Mullen's successor has worked within the conglomerate for more than 30 years, beginning as a consultant for Clinique. Before landing her current role overseeing Clinique, Dr. Jart and Lab Series, Ms. Baker held leadership positions at Tom Ford Beauty, as well as with Este Lauder the brand.

[View this post on Instagram](#)

A post shared by Jo Malone London (@jomalonelondon)

Across the pond, Estée Lauder Companies has been making a number of corporate changes, elevating the position of one of its internal leaders as of late.

In September 2022, the beauty group announced the promotion of Guillaume Jesel to president of Balmain Beauty and Tom Ford Beauty the latter brand is a more recent acquisition ([see story](#)). Mr. Jesel will also oversee luxury business development ([see story](#)).

That same month, the corporation chose to divide its brand portfolio into two clusters. Effective Sept. 1, 2022, it was announced that Executive Group President Jane Hertzmark Hudis and Stéphane de La Faverie, both promoted to Executive Group President, would oversee the branches ([see story](#)).

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