

COMMERCE

Sephora North America names new president

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Sephora's chief merchandising officer turned president of North America Artemis Patrick is a well-versed appointee, having been with Sephora since 2006. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer **Sephora** is elevating a longtime company leader.

Global chief merchandising officer Artemis Patrick has been named president of Sephora North America, becoming the division's first female CEO. Upon stepping into the role in early October, Ms. Patrick will work alongside president and CEO of Sephora Americas Jean-Andr Rougeot until he retires in April 2024.

Up next

Ms. Patrick is a longtime Sephora employee, having originally onboarded with the company in 2006.

She began working as the beauty behemoth's ecommerce merchandising director, eventually stepping into the role of vice president of the category in 2008.

Rising in ranks, Ms. Patrick became Sephora's senior vice president of merchandising in 2015, ascending into the role of executive vice president and chief merchandising officer in 2017.

Sephora recently honored Ms. Patrick's background as an immigrant during Women's History Month

After an expansion of her responsibilities in 2022 ([see story](#)), the executive's scope grows even wider per the corporate announcement. Ms. Patrick will report to Guillaume Motte, global president and CEO of Sephora.

With her 17 years at Sephora, Ms. Patrick not only brings with her a unique portfolio of skills, but nearly 20 years of company-specific experience, soon overseeing the business's supply chain, marketing, technology, ecommerce and in-person retailers.
