

The Estée Lauder Companies Announces That Michelle Freyre Will Be Named Senior Vice President, Global General Manager, Clinique
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Today, The Estée Lauder Companies (NYSE:EL) announced that Michelle Freyre will join The Estée Lauder Companies as Senior Vice President, Global General Manager, Clinique, effective July 1, 2020. She will report to John Demsey, Executive Group President, The Estée Lauder Companies (ELC), and will succeed Jane Lauder, who has been appointed Executive Vice President, Enterprise Marketing and Chief Data Officer.

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The Estée Lauder Companies Announces That Michelle Freyre Will Be Named Senior Vice President, Global General Manager, Clinique (Photo: Business Wire)

In her new role leading Clinique, Michelle will be responsible for guiding the brand's overall strategic vision, including innovation, product development and marketing, and all facets of consumer and digital engagement. She will partner closely with members of the global Clinique leadership team to continue brand momentum by driving consumer relevance globally and connecting emotionally with consumers throughout their beauty journey. Michelle and her team will also work to imagine the future of the retail experience, including Clinical Reality, Virtual Selling and High Touch services.

Michelle joins The Estée Lauder Companies from Johnson & Johnson, where she had an impressive 20-year career holding various leadership roles within its Consumer Health Products division, most recently serving as President, U.S. Beauty. In this role, she was responsible for the company's portfolio of beauty brands at the time, including Neutrogena, Aveeno, Clean & Clear and RoC, and led the successful performance of many brands. Notably, she successfully transformed the image of Johnson & Johnson Beauty with a fully re-imagined Celebrity Talent & Influencer Strategy, diversifying the talent portfolio to reflect a more integrated approach.

"Michelle is a dynamic leader with deep experience across beauty, including marketing, innovation, sales, consumer engagement and strategic growth," said Mr. Demsey. "She is particularly adept at finding new and innovative ways to fuel growth by exceeding consumer expectations and pushing the boundaries of possibility. She is a wonderful fit for Clinique, and I am thrilled to welcome her to the brand."

Jane Lauder added, "I could not be happier that Michelle is joining Clinique. She has a tremendous track record of driving successful beauty brands, and her passion for surprising and delighting the global consumer is unparalleled. The Clinique team is lucky to have her as a leader, and I know the brand will be in

wonderful hands with her at the helm.”

Prior to her role as President, U.S. Beauty, she served as the General Manager of Neutrogena, the largest brand within Johnson & Johnson’s Consumer division, and as the leader of the company’s Los Angeles campus. During her tenure, she strengthened brand leadership positions in facial care and sun care by focusing on core hero products and franchises and disruptive innovation across categories.

Michelle is passionate about talent development and has a proven track record of fostering workplaces that embrace inclusion and diversity, strengthening the talent pipeline at Johnson & Johnson with high-potential, diverse leaders. She has received several awards and honors in recognition of her exceptional career, including being named to *Fortune’s* 2018 “50 Most Powerful Latinas in Business.” Additionally, she sits on the Board of Directors of Cynosure, LLC, and is a founding member of CHIEF, a private network designed to accelerate women in business and support women leaders.

About The Estée Lauder Companies Inc.

[The Estée Lauder Companies Inc.](#) is one of the world’s leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The company’s products are sold in approximately 150 countries and territories under brand names including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, Ermenegildo Zegna, AERIN, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, BECCA, Too Faced and Dr. Jart+.

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