

The Estée Lauder Companies Announces That Jane Lauder Will Be Named To The New Role of Executive Vice President, Enterprise Marketing and Chief Data Officer
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Today, The Estée Lauder Companies (NYSE:EL) announced that Jane Lauder will be named to the new role of Executive Vice President, Enterprise Marketing and Chief Data Officer, effective July 1, 2020. She will report directly to Fabrizio Freda, President and Chief Executive Officer, The Estée Lauder Companies (ELC). Jane will be succeeded at Clinique by Michelle Freyre, who will join the brand as Senior Vice President, General Manager, effective July 1, 2020.

This press release features multimedia. View the full release here:
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The Estée Lauder Companies Announces That Jane Lauder Will Be Named To The New Role of Executive Vice President, Enterprise Marketing and Chief Data Officer (Photo: Business Wire)

As ELC's first ever Enterprise Marketing and Chief Data Officer, Jane will lead our company-wide strategy to build our data-empowered, digitally-directed priorities to accelerate ELC's growth. By optimizing our vast and valuable data and integrating the company's analytic capabilities the goal is to drive breakthrough marketing and creative.

"We are focused on delivering the very best, high-quality products that leverage consumer insights from our enhanced data analytics, and I am confident that Jane is the right person to lead this important area of the business," said Mr. Freda. "As Global Brand President of Clinique and leader of ELC's enterprise-wide efforts to combine data-driven insights with creativity, she has successfully leveraged data and analytics capabilities to drive strong long-term growth at both the brand and enterprise level. Jane's unique combination of understanding high-touch consumer experiences, and data analytics and insights, will further strengthen our innovative product offerings and experiences for our consumers globally. I look forward to working even more closely with Jane as she takes on this new role."

Jane has over two decades of beauty industry experience, including more

than 23 years at The Estée Lauder Companies. As Global Brand President of Clinique, she led the transformation of brand strategy, distribution, product innovation and consumer reach, positioning the brand for strong long-term growth. Under Jane's leadership, Clinique fundamentally shifted nearly one-third of product revenue from low-growth distribution channels to high-growth channels and tripled Clinique's online business. She also oversaw the development of product innovations including Moisture Surge™ 72-Hour Auto-Replenishing Hydrator and Clinique iD™ and technology innovations with Clinique Clinical Reality™ to strengthen the brand's skincare position in clinical efficacy and high-touch services and personalization. Clinique's market share gains in recent months across its core markets are a testament to the rebuilding of

the brand.

Jane also leads ELC's enterprise-wide transformation program focused on combining data and analytics capabilities with creativity to power ELC's business and digital agenda. In her new role she will continue to drive this competency across the company. As a graduate of Stanford University and member of the Board of Directors of Eventbrite, a California-based global ticketing and event technology platform, Jane's deep ties to Silicon Valley will be leveraged in her new role.

Jane's organization will include BI&A, Corporate Marketing and Marketing and Consumer Supported Technology, a forward-looking portfolio management approach to data, marketing and consumer-facing technologies. ELC's Business Insight & Analytics (BI&A) group will play a central role, and will report directly to Jane with a matrix line into Tracey T. Travis, Executive Vice President and Chief Financial Officer. Jane's leadership will enable BI&A to continue to accelerate the Company's ability to unlock value across brands, functions, partners and employees.

Jane will lead the global Corporate Marketing function, including the regional Corporate Marketing organizations, Consumer and Product Marketing Insights, Global Consumer Care and Marketing Planning and A&P effectiveness. She will enable the facilitation and free flow of data among business units to help these teams to mine, analyze and share strategic insights more effectively. She will also enhance the integration of cross-channel data to drive personalized marketing and true omni-channel activation.

Additionally, Jane and her team will ensure that ELC has access to cutting-edge digital innovations through a more formalized approach to strategic digital partnership management, including breakthrough marketing partnerships with leading organizations such as Facebook and Google. Her team will be scouting and developing relationships with emerging influential platforms and players in the marketing, digital innovation and consumer engagement space.

Finally, Jane will be charged with strategically deepening the company's investments in Talent Management and Capabilities within the Marketing and Consumer Engagement teams, helping to drive talent development, recruitment and breakthrough learning and education programs, making ELC into a career destination of choice for best-in-class brand building, marketing and consumer engagement talent around the world.

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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