

## **e.l.f. Beauty Board of Directors**

- **Link:** <a href="https://investor.elfbeauty.com/corporate-governance/board-of-directors">e.l.f. Beauty Board of Directors</a>

### **Tarang Amin**

Tarang has served in his current role at e.l.f. Beauty since 2014. He has more than 25 years of consumer products experience building brands, leading innovation, and assembling high performance teams. Previously, Tarang served as President, Chief Executive Officer and Director of Schiff Nutrition (NYSE:SHF) where he grew enterprise value from \$190 million to \$1.5 billion with leading brands such as Airborne and MegaRed. Prior to Schiff, Tarang served as Vice President, General Manager of The Clorox Company's \$1.7 billion Litter, Food and Charcoal businesses. He began his career at Procter & Gamble where he held various management positions. Tarang earned his B.A. in international policy and M.B.A. from Duke University. We believe Mr. Amin's executive leadership skills and considerable experience in consumer products provide him with the qualifications and skills to serve as a member of our board of directors.

### **Tiffany Daniele**

Ms. Daniele has served as a member of our Board of Directors since May 2022. Since October 2020, Ms. Daniele has served as the Chief Financial Officer of Union Square Hospitality Group ("USHG"), known for some of New York's most beloved restaurants, cafes and bars, including Union Square Cafe, Gramercy Tavern, Blue Smoke, Daily Provisions and Shake Shack (now a standalone public company, NYSE: SHAK). Ms. Daniele has also served as the Chief Financial Officer of USHG Acquisition Corp. (NYSE: HUGS), a Special Purpose Acquisition Corporation sponsored by USHG, since December 2020. Prior to joining USHG, Ms. Daniele served as Vice President, Financial Planning & Analysis at Cole Haan, Inc., a luxury footwear and accessory brand, from February 2020 through June 2020. From December 2017 through February 2020, Ms. Daniele was Vice President, Global Corporate Financial Planning & Analysis at Tapestry, Inc. (NYSE: TPR), a leading New York-based house of modern luxury accessories and lifestyle brands, comprising the Coach, Kate Spade and Stuart Weitzman brands. Before joining Tapestry, Inc., Ms. Daniele served in multiple finance-based roles at Kate Spade & Company, a global luxury accessory and apparel brand, from January 2012 through December 2017. Ms. Daniele received a bachelor's degree in Commerce from the McIntire School of Commerce of the University of Virginia. We believe Ms. Daniele's extensive experience in finance and strategic planning across a variety of consumer and retail industries provides her with the qualifications and skills to serve as a member of our board of directors.

### **Maria Ferreras**

Ms. Ferreras has served as a member of our Board of Directors since August 2024. Since June 2021, Ms. Ferreras has served as the Global Head of Partnerships at Netflix, Inc. (NASDAQ: NFLX), a multinational streaming entertainment service company. Ms. Ferreras joined Netflix as its Vice President, Business Development for EMEA in April 2017 and subsequently served as

its Global Head of Business Development from February 2021 until appointed to her current position. Prior to joining Netflix, Ms. Ferreras was the Director of YouTube Partnerships for Alphabet Inc. (previously Google Inc.), a global technology company, from January 2007 to April 2017. Ms. Ferreras has also served in a number of leadership and senior management roles for multinational companies such as Lycos, Orange S.A. and Telecom Italia. Ms. Ferreras holds a Master's Degree in Telecommunications, Software Engineering from Universidad Politécnica de Madrid, a Marketing Postgraduate Degree from ESIC, Marketing School, and a Corporate Director Certificate from Harvard Business School.

### **Lori Keith**

Ms. Keith has served as a member of our Board of Directors since July 2020. Ms. Keith is a portfolio manager at Parnassus Investments, an investment advisor, where she is responsible for managing the Parnassus Mid Cap Fund, a socially responsible mutual fund with assets under management over \$5 billion. Ms. Keith has held this position since 2008. Ms. Keith also serves on the executive committee of Parnassus Investments. Prior to joining Parnassus Investments in 2005, Ms. Keith served as vice president of investment banking at Deloitte & Touche Corporate Finance LLC and was a senior associate in the investment banking division at Robertson Stephens & Company. Ms. Keith started her career as a management consultant at Ernst & Young. Ms. Keith has a B.A. in economics from the University of California, Los Angeles and an M.B.A. from Harvard Business School. We believe Ms. Keith's experience as an institutional investor combined with her in-depth knowledge of ESG and sustainable investing provide her with the qualifications and skills to serve as a member of our board of directors.

### **Lauren Cooks Levitan**

Ms. Levitan has served as a member of our Board of Directors since June 2016. Ms. Levitan currently serves as President of Faire, Inc., a 2-way wholesale marketplace provider, a position she has held since July 2024 till date. Previously, from September 2019 to July 2024 she served as Chief Financial Officer. Prior to that, from June 2015 to September 2019, Ms. Levitan was the Chief Financial Officer of Fanatics, Inc., a retailer of licensed sports apparel and merchandise. Prior to that, from January 2009 to May 2015, Ms. Levitan was Co-Founder and Managing Partner at Moxie Capital LLC, a private equity firm, where she provided capital investment and advisory services to branded, consumer-facing businesses that operated in wholesale, retail, e-commerce and direct sales. And before that, she served as Managing Director and Senior Research Analyst at Cowen & Company, an investment bank, and as Managing Director at Robertson Stephens, an investment bank, and worked in various capacities in the retail industry at Crate & Barrel and the Gymboree Corporation and in equity capital markets and investment banking at Goldman Sachs. She received her B.A. in Political Science from Duke University and received her M.B.A. from Stanford University Graduate School of Business. We believe Ms. Levitan's operational, financial and strategic experience across a variety of retail businesses provide her with the qualifications and skills to serve as a member of our board of directors.

### **Kenny Mitchell**

Mr. Mitchell has served as a member of our Board of Directors since November 2020.

Mr. Mitchell is the Chief Marketing Officer of the Levi's® brand at Levi Strauss & Co., a position he has held since June 2023. Prior to joining Levi Strauss & Co., he was the Chief Marketing Officer of Snap Inc., the parent company of Snapchat. Mr. Mitchell has also served as VP of Marketing, Brand Content and Engagement, at McDonald's Corporation and as Head of Consumer Engagement at Gatorade, a division of PepsiCo. Mr. Mitchell has a B.A. in sociology and economics from Dartmouth College and an M.B.A. from The Tuck School of Business at Dartmouth. We believe Mr. Mitchell's extensive experience in building iconic brands and driving industry-leading performance through innovative, fully integrated and award-winning marketing programs provide him with the qualifications and skills to serve as a member of our board of directors.

### **Beth Pritchard**

Ms. Pritchard has served as a member of our Board of Directors since November 2017. She also currently serves on the board of directors for Loblaw Companies Limited, a public company, and has previously served on numerous public and private company boards. Ms. Pritchard served as Principal and Strategic Advisor of Sunrise Beauty Studio, LLC from February 2009 to October 2017. She served as North American Advisor to M.H. Alshaya Co. from 2008 to 2013. From 2006 to 2009, Ms. Pritchard was the President and Chief Executive Officer and subsequent Vice Chairman of Dean & DeLuca, Inc. Ms. Pritchard was the President and Chief Executive Officer of Organized Living Inc. from 2004 to 2005. Prior to that, from 1991 to 2003, she held executive positions with L Brands, Inc., serving as President and Chief Executive Officer of Bath & Body Works, Chief Executive Officer of Victoria's Secret Beauty and Chief Executive Officer of The White Barn Candle Company. Ms. Pritchard received her B.A. in International Relations from the University of Wisconsin-Milwaukee and her M.B.A. from Marquette University. We believe Ms. Pritchard's experience in general management and the beauty industry, track record of building brands and considerable experience as a board member for public companies provide her with the qualifications and skills to serve as a member of our board of directors.

### **Maureen Watson**

Ms. Watson has served as a member of our Board of Directors since August 2015. Ms. Watson currently serves as Chief Product Officer of Madison Reed, Inc., a hair care company, a position she has held since August 2015. Previously, she served at Sephora USA, Inc., a cosmetics company, as Senior Vice President, Merchandising from March 2013 to March 2015. Prior to that, she served as Senior Vice President, Global Sales and Merchandising of Lucky Brand Jeans (Lucky Brand, Inc.), a clothing company, from September 2010 to September 2011. Prior to that, Ms. Watson served in various leadership roles at The Gap, Inc. Ms. Watson earned a B.A. in Political Science and French from Middlebury College. We believe Ms. Watson's extensive consumer products and cosmetics experience provide her with the qualifications and skills to serve as a member of our board of directors.

### **Gayle Tait**

Ms. Tait has served as a member of our Board of Directors since November 2022. She currently serves as a member of the Board of Directors for Trove, a resale platform for brands and

retailers, after previously holding the position of CEO from May 2022 to June 2024. Prior to serving as the CEO, Ms. Tait served as President of Trove from January 2021 to May 2022. Prior to Trove, she spent seven years as Managing Director for Google Play's global prepaid card business and payments partnerships - a multi-billion dollar business operating in 35 markets across the world. Previously, Ms. Tait spent 15 years at L'Oréal, most notably leading L'Oréal's UK & Ireland business to market beating growth. For the past three years, Ms. Tait has served as an advisor to First Horizon Bank's Technology Advisory Board. She has a Bachelor of Arts in English and Modern Languages from Oxford University, England. We believe Ms. Tait's extensive experience in general management, consumer products, marketing, operations, eCommerce and technology provide her with the qualifications and skills to serve as a member of our Board of Directors.