

**THE ESTEE LAUDER COMPANIES**

**SVP, GENERAL MANAGER**

[www.esteelauder.com](http://www.esteelauder.com)

**The Organization:**

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 over 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, Tory Burch, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, By Kilian, BECCA, and Too Faced. For fiscal 2018, net sales were \$13.68 billion and operating income was \$2.05 billion.

**The Role:**

***Location:*** New York, NY or Los Angeles, CA

***Reports to:*** Group President, North America

**Position Overview:**

The Estée Lauder Companies (ELC) is the global leader in prestige beauty: a well-diversified, brand-building powerhouse of unrivaled creativity and innovation. Their Regional Brand General Managers grow extraordinary brands and foster a unique, entrepreneurial culture focusing on local relevancy.

The Regional Brand GMs are responsible for delivering top and bottom line business goals and results. They ensure go-to-market executional excellence for ELC's products, services, and experience that capture consumers' imaginations, and build brands with differentiated model that lead the industry in new directions.

In ELC's brand-led organization, Regional Brand leaders:

- Drive local relevancy for a high-growth strategy, brand equity, lead the delivery of insights that contribute to breakthrough product and service innovation, customer experience, communication, P&L and cost efficiency in their brand and region.
  - Shape brand strategies, plans, and P&L in the regions, preserving brand equity in local markets, and ensuring local relevancy and speed to market that drives growth, and own executional excellence.
  - Identify regional, local and cultural differences in order to properly tailor global programs to local consumers and help the global brand leads to anticipate future consumer trends.

- Have a deep understanding of their consumers, their competition, market trends, local insights in their markets, and emerging opportunities.
- Lead a high-performing, agile organization that is able to continuously adapt in an ever-changing environment.
- Lead talent development, and effectively leverage individuals' strengths and foster a culture of leadership and creativity from every chair, while leveraging the High-Performance Leadership Competencies.

**Primary Responsibilities:**

***Preserve Global Brand Equity:***

- Own and protect the unique equity (DNA) as defined by the Global Brand with local relevance in each Affiliate.
- Infuse creative inspiration into every element of the consumer experience.
- Develop and deploy regional and local creative assets while aligning with the Global vision and DNA.

***Shape and Execute A Winning Growth Strategy:***

- Ensure the operationalization and optimization of the new US brand operating model to drive local relevancy, speed and agility (for in scope brands)
- Effectively communicate the global brand strategy of where to play, how to win, shape the regional and local strategies while actively leading alignment across affiliates and functions.
- Communicate and cascade the brand plan. Ensure delivery of current year business and financial results as well as 3-year LRP that will ensure topline growth.
- Execute the regional brand strategy to achieve sales and profitability goals for the region with excellence
- Drive and leverage pricing power. Maximize pricing power recognizing the pricing corridors and carefully manage “Net Realized Pricing”.
- Identify, build, and develop essential capabilities to deliver results while remaining agile.

***Lead Breakthrough Creativity-Driven and Consumer-Inspired Innovation***

- Identify future regional trends in product, packaging, and conceptual innovation, and communicate all information in timely manner to global team.
- Leverage internal capabilities to achieve agility and speed to market.
- Lead service innovation in all channels.

***Drive the Transformation Into A Digital-First Organization***

- Implement a winning brand marketing and communications strategy that maximizes consumer engagement; earned media value and leverages the differentiated brand model with local relevance.
- Influence marketing practices and processes—both traditional and social—to execute with agility across a rapidly-evolving media environment around the world.
- Ensure the right programs and investment decisions for retailer.com tailored by account

***Lead High Touch Experience For All Channels Including Omnichannel***

- Lead regional brand service models and merchandising formats by channel; accelerate Retail, direct to consumer (Freestanding Stores and Online). Enable travel-retail opportunities that leverage the brand model.
- Implement the omnichannel strategy and develop necessary capabilities.
- Maximize in-store consumer engagement by providing multiple, locally-relevant creative assets for in-store distortion opportunities in each channel.

***Optimize Resource Allocation Choices With Agility For Value Creation***

- Leverage resource allocation choices to achieve sustainable, long-term results in sales and profit, while maximizing efficient use of capital.
- Leverage the MFP category planning process and Account Segmentation principles to build effective account plans that drive category objectives.
- Create value by leveraging SMI and leveraging integrated planning processes (new product launches, Marketing Planning Process, SIOP, demand planning, inventory management, COGS, IP, sales and demo effectiveness, returns, A&P optimization, and Risk Management).
- Ensure consistency of implementation across region regarding pricing, product assortment, marketing calendar and media strategy. Facilitate intra-regional communication, innovation and best practices.

***Demonstrate Leadership Behaviors and Develop Talent***

- Build and lead an efficient regional brand organizational structure that executes with excellence and optimizes Affiliate Brand organizations.
- Model high standards of good decision making and judgment, collaboration (HWWT principles), agility, and accountability.
- Hire and develop the best people for skills and culture.
- Actively lead and engage in talent development in order to create high-performing talent across the region.
- Encourage leadership and creativity from every chair, leveraging individual strengths and leveraging all levels of talent.
- The Regional Brand leader is the voice of the region ensuring executional excellence across all function and affiliate.
- Collaborates with local and global management in the assessment of the strengths and development needs of region and affiliate talent.
- Oversee partnership with Distributor, if applicable, to ensure best people are in place in each market.

***Champion and Steward ELC Values***

- Develop and maintain a unique brand culture as defined by the brand while representing ELC's company and family values in everything you do.
- Act responsibly—a business imperative that requires dedicated leadership and planning as well as thoughtful management of the economic, environmental and social impacts throughout our entire value chain. Actively engage and support all CSR principles and ELC values.
- Be the example and ensure best-in-class compliance and corporate governance by creating and sustaining a culture of ethics and integrity within the region

**Leadership Competencies:**

**Thinks Strategically:**

- Takes a broad view of the business, industry, and consumer environment to anticipate and plan for the future.
- Identifies the focus and defines where to play, how to win and what capabilities and management systems are required.

**Aligns and Engages the Team in the Vision:**

- Provides clarity to each team member on their role in achieving the vision, strategy, and goals.

**Embraces and Initiates Change:**

- Distinguishes what to preserve and what to change.
- Has the courage to initiate and lead the changes that drive success.

**Develops Talent and Capabilities:**

- Identifies and cultivates essential skills and attributes to maximize individual contribution and engagement.

**Energizes and Enables Others:**

- Ignites passion and releases potential to drive success.

**Builds Collaborative Relationships:**

- Builds relationships based on trust and respect.
- Promotes the inclusion of diverse knowledge, skills, and experiences to achieve results.

**Demonstrates Learning Agility:**

- Ability to anticipate change, face reality, draw conclusions, and swiftly mobilize to adapt to changing needs and demands.

**Drives Creativity and Innovation:**

- Focuses on areas of highest potential.
- Creates newness or connects knowledge in new ways to create the unexpected.
- Ensures that the creativity and innovation pipeline are aligned to achieve strategy and goals.

**Strives for Excellence in Execution:**

- Proactively seeks ways to improve personal and organizational effectiveness to meet current and future business needs.
- Learns equally from successes and failures.
- Be the example and ensure best-in-class compliance and corporate governance by creating and sustaining a culture of ethics and integrity within the region.

**Education:**

- Bachelor's degree minimum

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*“We work together for the long term, leading a sustainable business based on uncompromising ethics, integrity, fairness, diversity, and trust. We are committed to social responsibility as an extension of our family values into every community we serve.”*

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**Contact:**

*If you or someone in your network is interested in exploring this opportunity, please submit a resume to:*

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