Capstone 2013: “Beauty in a Digital World”

The master’s program will focus its 2013 capstone research on “Beauty in a Digital World,” with the support of this year’s sponsor, Beiersdorf, and research partner, Google. “In the post-Facebook IPO world, the notion of digital has changed for brands,” points out Professor Kanlian, program chair. “It is no longer just something ‘cool’ that they want as part of their brand culture. It has become a valuable asset in their strategy tool kits, if the elements can be integrated authentically into the brand’s personality and global marketing strategy.” Tapping experts in the digital field, both in the U.S. and during their March 2013 field studies in Japan, China, and Singapore, the class of 2013 will explore three areas: (1) digital marketing, (2) big data/digital analytics, and (3) digital commerce. The students began the initial phase of their research when they visited Google’s New York offices as part of their marketing course this fall, and have already included visits to the Hearst Apps Lab, an evening with L2 Digital Think Tank, and a second workshop at Google in their primary research. This year, student research will be extended into presentations at several major industry events, including HBA and Cosmoprof North America, as well as the annual presentations at FIT, on June 5.

FIT School of Graduate Studies Holds Inaugural Symposium: Diversity and Globalization in the Beauty Industry

The School of Graduate Studies presented a symposium on “Diversity and Globalization in the Beauty Industry” on Friday, November 16, 2012, at FIT, supported by a grant from the FIT Diversity Council. Leaders from top beauty corporations and NGOs discussed how diversity and globalization are transforming business strategies for companies and consumers. The symposium was the first of a series to be presented by the School of Graduate Studies. “These symposia will provide a forum for an enlightening exchange of ideas and creative works founded in the research undertaken by the school’s students and faculty,” said Dr. Mary E. Davis, dean.

Professor Stephan Kanlian introduced the keynote speaker, Antoinette (Tonie) Leatherberry, principal for Deloitte Consulting LLP. Leatherberry, who serves as Northeast practice leader for information management and business analytics and chair of Deloitte’s Diversity and Inclusion Committee, observed that companies must focus on inclusion in their “behaviors, policies, and philosophies” in order for all stakeholders to achieve their full potential. She cited the Cosmetics and Fragrance Marketing and Management students’ 2012 capstone research project, on diversity and globalization, for its cutting-edge explorations in areas including marketing, product innovation, and corporate governance.

Following the keynote, a panel moderated by The Wall Street Journal’s Ellen Byron and including industry, NGO, and student representatives discussed business trends in the beauty field. They noted that businesses and brands continued on page 4
Alumni and Current Students’ Career Advancements

Elizabeth Lamont ’04 has moved to the new position of vice president, marketing, Americas/Oceania, at La Prairie.

Stephanie (Delille) Martins ’04 has moved to vice president, corporate packaging and development, L’Oréal USA.

Jennifer Lacey Smith ’07 is now director of packaging, Oribe Hair Care.

Melinda Katz Fried ’09 has moved to Pernod Ricard, as director of corporate communications.

Emmie Salaj ’09 has moved to the position of national sales director of North America at Bvlgari Parfums, LVMH.

Nicole Kirtley ’10 has moved to global marketing director, face category, at Smashbox.

Lea Koussoulis ’10 has been promoted to the position of assistant vice president, interactive marketing, Redken.

Denée Pearson ’10 has been promoted to assistant vice president of marketing, Lancôme, L’Oréal USA.

Alison Aidlin ’11 has moved to brand manager, global product innovation, Avon.

LaShada Allen ’11 has moved to Unilever as customer business manager for Peapod.

Breanna Martin ’12 has moved to director, global marketing, face category, at Smashbox.

Emily Coleman ’13 has been promoted to senior brand manager, ck one color cosmetics at Coty Prestige.

Craig LaManna ’13 has been promoted to senior brand manager, Eucerin Skincare/Beiersdorf.

Andrea Reichert ’13 has been promoted to associate fragrance development manager at Firmenich.

Heather Kovesdy ’14 has been promoted to director, finance for Shiseido Americas Corporation, Beaute Prestige International USA Division.

Roshini Menon ’14 has been promoted to assistant vice president, sales development, at Kiehl’s Since 1851/L’Oréal USA.

Sam Safdieh ’14, vice president of Townley, has moved from the creative team to sales.

Dudley Williams ’14 has been promoted to the position of director, development, L’Oréal Paris and Garnier Skincare, L’Oréal USA.

Alumni Share Insights with Industry

Stephanie Dishart-Kramer ’11, director of marketing, Chanel, was the keynote speaker at the Wharton Retail Conference held on November 30, 2012, at the Wharton School in Philadelphia. Her presentation, “Closer to Consumers,” explored social and digital strategies for luxury brands. Kate Voyten ’13, vice president, Gucci and Escada Fine Fragrances, P&G Prestige, was a speaker at the HBA Global Conference in New York last summer. Her presentation was “Lifestyle Marketing: How to Create Consumer Engagement and Loyalty.”

Alumni Association (CAFAA) Events

CAFAA board members visit Bergdorf-Goodman for private tour of holiday windows and reception.

Visit to Hearst App Lab for special presentation on digital media.
FIT Alumni Present Exclusive Think Tank Event with Mark Davis
Director of Community Fair Trade, The Body Shop International

As part of the School of Graduate Studies 2012-13 Symposium Series, a group of alumni from the master’s program had a unique opportunity to spend an evening with a special guest, Mark Davis, director of community fair trade at the Body Shop International division of L’Oréal. The think tank session was a prelude to the conversation that continued the next day at the symposium (see page 1). Class of 2012 alumni Alexandra Fritsch-Gil (Bumble & Bumble, The Estée Lauder Companies) and Ildiko Juliasz (Aqua di Parma, LVMH) moderated the think tank, and, the next day, interviewed Mr. Davis and facilitated a Q&A session with industry executives about The Body Shop and its commitment to community and ethical trade issues.

Mr. Davis had spent time with the first-year Cosmetics and Fragrance Marketing and Management students during their recent European trip, where he provided his unique perspective on the status of ethical trade in the beauty industry. The presentation was such a success that he was flown in from London to be the featured interview during the first event of the 2012-13 Symposium Series.

The think tank session provided a unique opportunity for alumni to continue their professional development by participating in a rich exchange of ideas in an informal setting.

How does The Body Shop maintain its competitive edge? According to Mr. Davis, the key is “radical transparency.” The rise of social media gives The Body Shop more opportunities to connect consumers with the people who are providing the ingredients used in their products. Consumers will be able to get even closer to the source and see for themselves that The Body Shop practices the principles it preaches. “Farmers in these tiny villages in Africa skipped the whole traditional land line telephone era. They all carry smart phones,” Mr. Davis said. What began as a renegade idea has been embraced by the business world. He went on to say, “The Body Shop’s uniqueness is based on offering consumers the finest gifts, ingredients, and accessories from the four corners of the globe.”

Recognizing that fair trade represents a strong competitive advantage, L’Oréal has looked to The Body Shop to help develop its own set of “community fair trade” practices, such as exceptional ingredient quality, exclusivity, and a strong point of differentiation for the brand as well as supply chain security. Strong principles that produce profits as well as global benefit is a win-win situation, or, as The Body Shop founder Anita Roddick famously stated, “Business as unusual can be a force for good and change.”

Alumni Organization Develops Long-Term Strategic Plan
Carly Guerra ’10, President, and Stephanie Dishart-Kramer ’11, Vice President, Share Highlights

The Cosmetic and Fragrance Alumni Association (CAFAA) Board is thrilled to announce a realignment of strategy guided by its new mission statement. There will be a theme for each academic year that will allow 360-degree initiatives on each core tenet on tiered levels of involvement: (1) building a dynamic alumni network and creating lifelong relationships among the alumni, (2) promoting the core values and accomplishments of the master’s program internally and externally, and (3) providing opportunities for continuing career enrichment and professional growth.

Working in conjunction with CAFAA’s advisors, Dr. Brooke Carlson and Professor Stephan Kanliant, the plan was approved and presented to the master’s program’s Professional Development Committee and Industry Advisory Board at their respective meetings last fall. The theme for the academic year 2012-13 is “The Year of Digital” – a critical development opportunity for the industry. CAFAA parallels its efforts with the industry and the MPS program. The first event to kick-off “The Year of Digital” was L2 Digital Think Tank’s presentation on “Brands As Media Companies,” Tuesday, February 12. The CAFAA board has scheduled several upcoming events this spring and looks forward to providing all alumni with a robust program of continued career enrichment, professional growth, and networking opportunities. For more information visit Facebook:

www.facebook.com/FITMPSAlum

Class of 2014 European Field Studies

The mission of the Alumni Association is the enrichment of its alumni, the program, and the industry it serves and a commitment to philanthropic efforts through charitable initiatives.

CAFAA EXECUTIVE BOARD

President: Carly Guerra (class of 2010), The Estée Lauder Companies
Vice President: Stephanie Dishart-Kramer (class of 2011), Chanel
Secretary: Renee Ordino (class of 2003), Batallure Beauty
Treasurer: Frank Fronzo (class of 2008), The Estée Lauder Companies
On December 4, 2012, the master’s program’s Advisory Board meeting was held at the headquarters of L’Oréal USA. David Greenberg; Joanna Grillo, senior vice president of human resources, LVMH/Parfums Christian Dior, and chair of the Professional Development Committee; and Professor Stephan Kanlian, program chair, provided updates on the program’s upcoming curriculum revisions and the Professional Development Committee’s recent efforts to harmonize policies across corporate partners. David Greenberg provided a timeline of the program, which captured many milestones achieved over the last three years under his guidance as chair. In addition, to honor Mr. Greenberg’s contributions, Frederick Rozé, president and CEO, L’Oréal USA, shared his appreciation for Mr. Greenberg’s leadership and support of the master’s program, as well as L’Oréal USA’s commitment to the program and support for the beauty industry’s future leaders. FIT’s Dr. Mary E. Davis, dean for the School of Graduate Studies, and Dr. Jack Oliva, vice president for Academic Affairs, presented an Outstanding Leadership Award to Mr. Greenberg, thanking him for his invaluable service to the program over the past three years. Mr. Greenberg will remain on the board as a member of its Executive Committee.

Jerry Vittoria, President, Firmenich USA, a long-standing member of the Industry Advisory Board and passionate supporter of the master’s program, was announced as the new chair. In addition, Dr. Davis shared comments about her experience traveling to London, Paris, and Stockholm with the class of 2014 on their Field Studies Course last fall. Finally, the program’s Alumni Association president, Carly Guerra ’10, The Estée Lauder Companies, and vice president, Stephanie Dishart-Kramer ’11, Chanel, presented the association’s new mission, strategic plan, annual theme, and events for the upcoming academic year and beyond.

Companies, and vice president, Stephanie Dishart-Kramer ’11, Chanel, presented the association’s new mission, strategic plan, annual theme, and events for the upcoming academic year and beyond.

Diversity and Globalization in the Beauty Industry continued from page 1

are moving away from the one-size-fits-all concept and engaging in more one-on-one communication with consumers. “You can’t have a viable business in beauty without talking with the consumer,” said Cheryl Wilson, director of global business development for ethnic hair care, Unilever. Nicholas Gavrelis, vice president of global product development, MAC Cosmetics, The Estée Lauder Companies, added that a “boots on” approach, involving physical interaction with local markets, is also an integral part of successful global business practices. Ursula Wynhoven, general counsel, United Nations Global Compact Office, and Alexandra Fritsch-Gil ’12, of Bumble & Bumble, rounded out the panel.

Lastly, an interview with Mark Davis, director of community fair trade, The Body Shop International, was moderated by two class of 2012 alumni: Alexandra Fritsch-Gil and Ildiko Juhasz (Aqua di Parma, LVMH). This segment focused on ethical trade and the ways that fair trade practices become a mutual relationship among consumers, companies, and suppliers. Companies that compensate suppliers fairly give people “the power to control their own lives and be what they can be,” Davis said. Consumers who buy products specifically from companies that institute fair trade practices and protect the environment “can change things” globally and have an impact on a corporation’s bottom line.

Student white papers, related research, and video highlights are all available on: fitnyc.edu/graduatesymposium.