

Leadership in Action

News from the Beauty Industry's Think Tank

Volume I, Issue I | Winter 2009

Capstone Focuses on Sustainability

The vision of a sustainable beauty industry came a step closer to reality on May 8, 2008 at FIT's Katie Murphy Amphitheatre. The graduating class of 2008 concluded four capstone research projects on one of the most critical issues facing the beauty industry today, Sustainability. This was the first time Capstone was devoted entirely to one theme.

In discussing Johnson & Johnson's sponsorship of the event, Peter Luther, J&J's President of Beauty Care for North America, explained that 75% of the general population believes that environmental impact is important in their choice of personal care products. "Thinking about ways to protect the environment daily will continue to shape consumer demand across all categories of the beauty industry."

The 2008 Capstone answered that call with a series of presentations that

offered innovative and futuristic solutions to addressing Sustainability in our industry. The projects included: a consumer/corporate environmental program for Macy's; a refillable product/package system that can read thumbprints for reliable, repeatable personal customization; a comprehensive employee support/retention program; and a wellness center encompassing beauty care. The presentations were followed by a panel discussion moderated by Ellen Byron of *The Wall Street Journal*, which addressed questions from some of the more than 300 guests in the audience.

Johnson & Johnson's involvement with the students included a master class on product and package design, taught at the company's global innovation center by Chief Design Officer Chris Hacker, and continues forward with the addition of their first sponsored employee in the program's class of 2010. ■



Capstone panel moderated by *The Wall Street Journal's* Ellen Byron (right), featuring team leaders (from left) Nicole Cardillo, Lisa Friedman, Vivianna Barrera & Leslie Harris.

Industry Leaders Guide Advisory Board

The FIT Masters Program Industry Advisory Board named new leaders for the 2008-2009 academic year. They are: Heidi Manheimer (CEO, Shiseido Cosmetics America), Chairperson; David Greenberg (President, Maybelline/Garnier, L'Oréal), Vice Chair; Nicolas Mirzayantz (Group President, Fragrances, IFF), Vice Chair; Pamela Baxter (President & CEO, LVMH Perfumes & Cosmetics, North America and Dior Couture), immediate past Chairperson; and Executive Board members Ann Gottlieb (President, Ann Gottlieb Associates) and Jane Hudis (President, BeautyBank Inc, Origins and Ojon). ■



2008-2009 Executive Board officers

Dear Friends:

Welcome to the first edition of Leadership in Action. Many of you have told us how important you believe this program is to our industry as a resource for talent development and thought leadership. Going forward, we hope to contribute even more, developing into an ongoing source of news, ideas, and inspiration to industry.

What would you like to see covered in future editions? Please share your thoughts with me (Stephan_Kanlian@fitnyc.edu) and help us continue to be a valued resource to industry.

Professor Stephan Kanlian,
Chairperson

ALUMNI GROUP ON FACEBOOK!

Graduates are invited to join the new 'FIT Cosmetics and Fragrance Marketing and Management MPS' group on www.facebook.com. Just search for the group name and click "Join Group."

David Lauren Shares Polo Ralph Lauren Story with FIT and Wharton Alumni

The first alumni event of 2008-2009 explored the importance of “storytelling” as a means of branding. David Lauren of Polo Ralph Lauren was the guest speaker for the October breakfast, which attracted over 100 alumni from both FIT and the Wharton Retailing program. The speaker was introduced by FIT President, Dr. Joyce Brown, who serves on the Polo Ralph Lauren Board of Directors.

The son of company founder and CEO Ralph Lauren, David Lauren is Senior Vice President of Advertising, Marketing, and Corporate Communications for Polo Ralph Lauren. In this role, he is responsible for the \$200 million global advertising and marketing campaigns for the company’s 19 brands and 35 licensing partnerships. In addition, he oversees the company’s corporate and fashion communications, strategic marketing partnerships and the development of RalphLauren.com.

David’s presentation provided unique insight into the management of the Polo Ralph Lauren family of brands and the company’s design process, which begins with a clear



David Lauren speaking at October 21 Alumni breakfast

view of brand positioning and the story they wish to tell through the resulting designs. He also discussed the company’s approach to marketing communications, highlighting its dedication to the fashion press, brand development and customer relationship-building through its innovative website, as well as recent breakthrough digital initiatives at the company’s flagship 72nd Street store. ■

Cosmetics & Fragrance Program Goes High Tech

The incorporation of advanced technology is a high priority for the 2008-2009 academic year, with the Program’s Industry Advisory Board approving a new Technology Program at their June 2008 Board meeting.

The first initiative was providing each current student with a Mac laptop, a move that was supported by the FIT corporate partners. Under the leadership of Adjunct Professors Mark Polson and Mary Tumolo, the classes of 2009 and 2010 received extensive training during day-long workshops in September and November. This gave them the necessary skills and tools to construct highly visual, creative presentations to support both their Master’s Program projects and work for their employers. The next step was achieved through purchase of Mac laptops for the faculty and faculty training in December.

Concurrently, technology application is also being used in the Communications and Presentation Skills course, where in-class presentations are recorded and then uploaded to the web for student’s immediate



November training session on Apple creative software packages

access and learning. This process can also be applied to student presentations in any course, or for Capstone projects, allowing the students to self-critique, and receive enhanced faculty critique. Attention is also being placed on faculty with online information, in courses such as Corporate Finance, where students learn to access a full range of corporate financial statements through both company and SEC websites. ■



Viviana Barrera, 2008 SUNY Chancellor’s Award winner, Dean Steven Zucker and Professor Stephan Kanlian, 2008 Chancellor’s Award winner for Excellence in Teaching

Alumni News

Kendal Ascher (’05) has been named Vice President North America Marketing, Jo Malone, at the Estée Lauder Companies.

Viviana Barrera (’08), of L’Oréal, was the recipient of the 2008 SUNY Chancellor’s Award for Student Excellence, and was promoted to Senior Director – Communications, Matrix, at L’Oréal.

Tina Gaye Bernard (’07) was quoted extensively in the article “Ethnic Cosmetics Fit New Beauty Paradigm,” in the December 2008 issue of Global Cosmetic Industry (GCI).

Tenley Black (’08) was recently named Vice President of International Public Relations at Polo Ralph Lauren, previously heading up PR for the Women’s Collection.

Sheherazade Chamlou (’06), of Saint Gobain, was promoted to Vice President of Marketing & Global Account Executive.

Robyn Fishelson (’08), formerly a brand manager at Bliss, is now Senior Manager of US Marketing at Jurlique.

Kate Foster (’04) has been named Vice President Public Relations & Media for Ann Taylor.



Professor Dorothy Foster being presented Faculty Leadership award by Estée Lauder’s Phebe Farrow Port



Professors Ken Freeman (left) and Mary Tumolo (right) in London this October with alumnae Joanna Renea (2006) and Cynthia Elsen (2007)

Leslie Harris ('08) was promoted to Director of Marketing Development at Kiehls, and will join the faculty of the FIT Master's Program in Fall 2009.

Dalia Levi ('05) had a baby girl, Maya Levi, on May 8, 2008.

Lourdes Marsico ('07) was promoted to Manager of Marketing at Givaudan.

Patricia Pinto ('05) relocated to Boston as Account Executive for New England and Canada for Fresh, Inc. and was promoted to Senior Manager of Research and Development, reporting to the company's co-founder.

Jessica Rosenbloom ('06), Associate Director of Product Development at Revlon, has launched a new custom T-shirt design business (www.baldfaceindustries.com).

Nicole Grippo Ruotolo ('08) was promoted to Senior Beauty Editor at Sephora.

Teril Turner ('03) was recently named Vice President of Public Relations & Special Events at Bergdorf Goodman.

Professors Foster and Kanlian Honored

In addition to student presentations and recognition, the May 2008 Capstone event and FIT graduation included honors for two members of the program faculty.

Adjunct Professor Dorothy Foster was honored at the Capstone event with the annual Faculty Leadership Award, sponsored by The Estée Lauder Companies and presented by Lauder Senior Vice President Phebe Farrow Port. Professor Foster developed and has taught the Retail Management course since the program's inception.

At FIT's graduation ceremonies, Professor Stephan Kanlian was named a recipient of the Chancellor's Award for Excellence in Teaching from the State University of New York. Professor Kanlian developed and has served as the program's Chairperson since its inception nine years ago.



Class of 2009 on their visit to Paris

Overseas Trips Prepare Future Leaders for Global Markets

In order to prepare students to lead in a global economy, FIT has enhanced the Master's Program curriculum to include two overseas trips, the first to London and Paris during Fall of Year 1 and the second to Tokyo and Shanghai during Spring of Year 2. These experiences provide the students critical opportunities for first-hand observation of the global markets in which they compete, and inspire creative thinking for opportunities in the U.S. market.

"The time spent overseas visiting stores – studying different channels of distribution and unique store concepts – and meeting with industry management helped put into perspective where and how our consumers are shopping and what they're seeking from our brands," said Bill Hughes (Estée Lauder Companies, class of 2009). "In the end, it stressed the importance of clear branding and positioning for our own brands and companies. You simply can't put a price on this experience."

The Asia experience includes intensive retail observation in Tokyo, guided by Shiseido, and access to leaders of major global brands in the developing Chinese market. The European visit provides an

appreciation of the heritage of fashion and beauty, with unique access to facilities such as the Coco Chanel apartment and museum collections. European retail observation is highlighted by an annual pre-opening tour of Sephora's Paris flagship store, including participation in the daily sales briefing and the opening ritual, where customers are welcomed from the Champs-Élysées by cheering employees. The visit to Europe facilitates team-building early in the program, while the visit to Asia provides an eye to the future, inspiring Capstone research. In both Europe and Asia, presentations by major beauty brands are enhanced by time spent with thought leaders at IDEO, leading journalists, and industry association professionals.

Nichole Kirtley (L'Oréal, class of 2010) summed up her European experience: "As a class of global citizens we all travel frequently, but being forced to put on an academic lens and observe another culture was brilliant. What impressed me most was the truly consumer-centric approach to the European retail environment. We all left with a new perspective on our industry and with an urge to better our own marketing efforts." ■



Class of 2008 on their visit to Shanghai

Entering Class of 2010 Sustains Talent Tradition

The seventeen members of the entering class of 2010 sustain the tradition of attracting our industry's best and brightest. The newest class represents a broad range of beauty industry backgrounds, including marketing & sales, marketing research, R&D, and fragrance evaluation, as well as retail merchandising, IT, and procurement.

Eleven members of the new cohort are from FIT corporate partners who have sent students in previous years – Estée

Lauder, L'Oréal, Coty, Shiseido, Victoria's Secret Beauty, and Firmenich. Six students join us as first-time representatives from Johnson & Johnson, IFF, marketing research leader NPD, Italy-based cosmetics manufacturer Intercos, fragrance supplier Symrise, and spa and salon products manufacturer Repechage.

The talent tradition continues to be reflected by the fact that eleven of the seventeen members of the Class of 2010 earned academic honors in prior studies, from

such prestigious schools as Columbia, Georgetown, Boston College, Syracuse, and Washington University. Six already hold other advanced degrees, including the program's first entering Ph.D. Eleven of the seventeen entered with overseas study, professional, or living experience, adding to the rich diversity of excellence the program has come to represent ■



Class of 2010, with Professors Freeman and Tumolo, meeting in London with IDEO's Paul Bennett, Global Creative Director, and Sue Sidall

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Program Expands Staff

In recognition of the program's achievements, FIT has stepped up its investment, expanding the program's staff twice since last Spring. It is anticipated these additions will further strengthen the educational experience and expand the program's contributions to industry.

In April, Kelelyn LeMay joined us as Program Assistant, providing administrative support to the Graduate School's two business programs in Cosmetics & Fragrance and Global Fashion

Management. In August, the full-time faculty of the Cosmetics & Fragrance program expanded with the appointment of Ken Freeman as Assistant Professor.

Kelelyn LeMay brings to us the blend of technical and creative skills characteristic of FIT. After majoring in creative writing and literature at Bard College, she worked in legal recruiting for international law firm Allen & Overy. Most recently she was Office Manager and Design Assistant at Andrew Bartle Architects. She has provided a valued resource to industry partners, faculty and students, and harnessed technology to serve the program's objectives.

Ken Freeman joined FIT following a 33-year career in industry. A graduate of Yale and the Harvard Business School, his career focused primarily on mass consumer products marketing and general management. His experience includes tenures as Brand Manager with Procter & Gamble, US Chief/Corporate Marketing Officer with American Cyanamid's Shulton

Division (Old Spice, Pierre Cardin, Breck Hair Care), Reckitt & Colman (now Reckitt Benckiser), and Nabisco. Ken spent the last 6 years of his business career as North American President of marketing research leaders NFO WorldGroup and then UK-based Taylor Nelson Sofres, following its acquisition of NFO. ■



Program Assistant Kelelyn LeMay and Assistant Professor Ken Freeman

Save the Date!

Capstone 2009

Wednesday, May 13, 2009

5:00 p.m. – 8:00 p.m.

Admissions Deadline Fall 2009

Applications due: March 13, 2009

www.fitnyc.edu/cfmm

See "Admissions Requirements"