

RANDALL KEVERS

SENIOR BEAUTY & CPG INDUSTRY EXECUTIVE: COSMETICS, FRAGRANCE, SKINCARE & PERSONAL CARE

Disciplined P&L driver with well-balanced organizational, operational & marketing leadership strength



THOUGHT LEADERSHIP

Speaker

WWD Beauty Summit
World Perfumery Congress
Decoded Fashion

Author

Global Cosmetic Industry Magazine - "J-Beauty Innovation"

Advocate

Board Member / IFRA

Teacher

Adjunct Professor / Marketing Fordham Graduate School of Business

Guest Lecturer / J-Beauty Fashion Institute of Technology

President-level Leadership Experience for Top Companies
Shiseido | L'Oréal | Estée Lauder

Earlier Career Progression Up the Marketing & Sales Ranks
Procter & Gamble

CAREER HIGHLIGHTS

- P&L Accountability from \$250M to \$1B
- Record Market Share Growth & Profit Improvement
- Owned & Licensed Brand Portfolio Management
- Brand Launches & Multi-brand Expansions
- Ground-up Ecommerce Business Builds
- Distribution System Turnarounds
- Concept-to-Market Brand Development
- Globalization & Localization Strategies
- M&A Business Integrations

COMPLEX DISTRIBUTION MANAGEMENT

- Company-owned Retail & Ecommerce
- Licensed International Retail
- Luxury & Mass Market Department Stores
- Specialty Retailers
- Big-box Chains & Club Stores

EDUCATION

- Harvard Business School
Advanced Management Program (AMP)
- Fordham Graduate School of Business
Master of Business Administration, Marketing
- Georgetown University
Bachelor of Science, Economics