

Moroccanoil names JuE Wong as new CEO to spearhead growth

By **Hibah Noor** on October, 17 2017 | Fragrances, Cosmetics, Skincare & Haircare



Moroccanoil, the argan oil-infused beauty specialist, has announced the appointment of JuE Wong as Chief Executive Officer, effective immediately.

Most recently, Wong served as President at Elizabeth Arden.

“Wong brings to Moroccanoil a robust track record of propelling emerging brands to the mainstream while globalizing established brands including Cargill Inc, PepsiCo, Dial Corp, Murad Inc, NV Perricone MD Ltd, ZO Skin Health by Dr. Obagi, Astral Health and Beauty, and StriVectin,” the company said.

As Moroccanoil continues to pioneer oil-infused beauty innovation, Wong’s global business expertise and in-depth understanding of the continuously evolving global consumer marketplace will serve to further advance the brand’s profile and position within the prestige beauty category, as well as ignite

accelerated growth worldwide, it said.

“Wong will draw upon her vast experience to drive increased sales to the professional salon channel, the heart of the Moroccan oil business, as well as lead continued expansion in high-growth channels, such as travel retail and e-commerce, paving the way for an increasingly diverse omni-channel consumer experience,” the company added.

Wong will also spearhead research and innovation, which lies at the core of the long-term strategy for Moroccan oil, leading the expansion into new product categories, while strengthening and diversifying the current portfolio.

Earlier this year, the company appointed a highly regarded biochemistry expert to lead the brand’s Product Development team, seeking to catapult the science and technology behind Moroccan oil products to new heights.

Wong will also seek to further establish Moroccan oil as a best-in-class organization, and will aid in sharpening worldwide operations to maximize efficiency and go-to market strategy, sparking profitable, sustainable growth. She will also drive the company’s digital transformation, significantly increasing the brand’s digital presence both online and via social media channels.

Finally, Wong will lead the company’s Corporate Social Responsibility & Sustainability initiative to reduce the brand’s overall carbon footprint, bringing Moroccan oil Co-Founder Carmen Tal’s vision of an environmentally friendly future to life.

Key priorities include working towards sustainable packaging, incorporating biodegradable ingredients into product formulations, increasing the company’s overall energy efficiency, reducing greenhouse emissions and distributing any excess personal care products to people in need around the world.

“It is an honor and privilege to welcome JuE to the Moroccan oil family. The timing could not be better for the brand to embrace new leadership as we gear up to celebrate 10 years of oil-infused innovation in 2018,” said Moroccan oil Co-Founder Carmen Tal. “Her unrivaled expertise in market expansion coupled with her passion for innovation makes JuE the perfect match in taking Moroccan oil to the next level as a complete lifestyle beauty brand.”

JuE Wong said: “Moroccan oil is trailblazing the beauty industry through argan oil-infused innovation, and I’m thrilled to come on board at such an exciting time in the evolution of this iconic brand.

“I’m looking forward to implementing the next phase of our multi-pronged growth strategy through innovation, multi-media digital advancement and a creative omni-channel approach. I’m wholeheartedly committed to bringing to life Carmen’s vision of becoming more environmentally-friendly and solidifying the brand’s future as the global leader in oil-infused beauty.”