

The Estée Lauder Companies taps industry disruptors for key roles

By **Hibah Noor** on March, 13 2018 | Fragrances, Cosmetics, Skincare & Haircare



The Estée Lauder Companies announces that two industry leaders have joined the company in key roles that span both brand and retail.

Effective February 20, 2018, April K. Anslinger joined the organization as Senior Vice President/General Manager, Aveda – North America, reporting directly to Chris Good, President, North America, with a matrix reporting line to Barbara De Laere, Senior Vice President, Global General Manager, Aveda.



April K. Anslinger is the new Senior Vice President/General Manager, Aveda – North America

Effective February 27, 2018, Andrea Dorigo joined the company in the role of Senior Vice President, General Manager, Global Retail, reporting to Olivier Bottrie, Global President, Travel Retail and Retail Development.



Andrea Dorigo is appointed Senior Vice President, General Manager, Global Retail

Anslinger will be responsible for optimizing Aveda’s growth potential in North America. She will lead a team of executives to develop and execute Aveda’s North America go-to-market strategy – overseeing North America Marketing, Retail, and Field Sales and Education. Her role will include driving strategy for Aveda’s retail channels, including its salons and spas, Experience Centers, Online and omnichannel. She will also lead the brand’s digital marketing and social media strategies in North America, and further drive consumer engagement across all touchpoints.

“April is an inspiring leader with an exceptional ability to build and grow brands and drive innovation,” said Good. “Her deep expertise in hair care and experience shaping winning go-to-market and retail channel strategies position her well to take on this important role for the Company and our North America business.”

Leveraging his innovative approach to retail, Dorigo will further strengthen the vision and strategy for the future of retail at the company. He will be responsible for leading strategies to drive profitable growth, including increasing opportunities to strengthen consumer coverage, unleashing the potential of omnichannel and fostering innovative thinking, from new formats to consumer experience. He will also work closely with brands, regions, functions and affiliates to ensure retail operational efficiency.

Bottrie commented “Andrea’s deep experience managing complex global teams, his ability to drive innovative thinking and disruptive growth models, and his proven effectiveness at brand building and brand expansion ideally position him to lead our retail transformation towards New Retail at the global level.”

Anslinger joins The Estée Lauder Companies from Schwan Food Company, where since 2016, she served as Chief Growth Officer overseeing the company's vision, P&L, growth plans, brand transformations, digital capabilities, go-to-market sales strategy, organizational structure and culture. Prior to this role, she served as Global Brand Leader, Herbal Essences at Procter and Gamble (P&G), where she spent 15 years in positions of increasing responsibility, primarily in its hair care division. During her tenure, Anslinger led Herbal Essences' global business in North America, Europe, Latin America and Asia. She also gained extensive expertise in the North American hair care market, driving brand identities, innovation, revenue growth, go-to market strategies and digital strategies for a number of P&G hair care brands.

Having worked in the Americas, Europe and Asia, Dorigo brings a wealth of diverse global retail experience across multiple general management leadership roles in the luxury sector. Most recently, Dorigo served as CEO of Pirch, Inc., a retail disruptor in the home appliance category. Previously, he was President of Oakley, Inc., a division of Luxottica Group S.p.A, where he was responsible for the growth and multichannel development of the brand. Prior to then, Dorigo held the role of President, North America of Brooks Brothers Group, which operates hundreds of large-format stores. During his time at Brooks Brothers, Dorigo also oversaw the global brand and marketing teams, as well as other key functions.

Stay up-to-date on all regional industry news! Follow Duty Free Magazine on [Instagram](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).