



# Shannon Edwards

Experienced VP / Director, Global Luxury, Beauty and Retail Leader

📍 London, UK

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## Links

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## Languages

English (Native)

## About

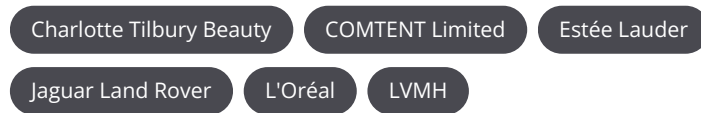
Executive brand leader with over 17 years experience building iconic brands and high-performing teams for exceptional global businesses including Charlotte Tilbury Beauty, Jaguar Land Rover, Parfums Christian Dior at LVMH, Estee Lauder, Tom Ford Beauty and L’Oreal.

Senior leadership experience including Global SLT/ExCo/ManCom level, with broad expertise across retail, commercial, marketing, digital, financial and team operations. Strategic strengths with commercial brand operations expertise - a results-driven executive with proven track record out-delivering retail sales, revenue, profit and market share growth. Experience delivering transformation and growth programs to reimagine and accelerate brands, realizing their full potential.

A true luxury brand custodian who combines the commercial, creative and customer-centric to drive business results. Extensive digital leadership including omnichannel retail, customer experience and communications.

Experience engaging and developing high-performing teams to deliver inspiring results and grow careers, leveraging communication and collaboration. Adept in matrix structures partnering across functional, regional and global teams. Accomplished relationship-builder and negotiator of win-win outcomes for retailers, publishers and partners. A champion for diversity, equity and inclusion.

### BRANDS WORKED WITH



## Experience



### ● Director of Marketing (Product, Retail Experience, Digital Experience, Communications)

Jaguar Land Rover | May 2021 - Aug 2022

I led all aspects of operational Marketing & Communications, including Product Marketing, Retail Experience, Digital Experience, Communications for Land Rover and Jaguar including go-to-market strategy, paid media, social media, public relations, sponsorships, partnerships, digital experience, CRM, retail marketing, and product marketing. Led team of 13 plus agency collaborators of 22; Executive Leadership Team.

Key achievements included:

- Launched New Range Rover +580% sales growth valued over \$350m with 48% clients new to brand, and New Range Rover Sport achieved FY target in 12 weeks; together driving +74% top line profit per unit.
- Developed data-backed, digital-first cross-channel earned and owned media acceleration strategy, driving social reach +96% vs target and PR OTS +24% Land Rover and +62% Jaguar vs LY, mitigating paid budget cuts in challenging market.
- Rolled out agile Conversion Rate Optimization program across digital channels, achieving #2 global market for engagement (#1 UK home market) and more than doubling website enquiry rate, exceeding sales leads +109% vs target.
- Re-negotiated major multi-year brand sponsorships with advantageous commercial outcomes saving over \$1m per annum; led partnership strategy and team across sports, arts and culture, travel and lifestyle, and humanitarian.
- Drove significant brand re-positioning growth +7pts desirability metrics 'respect and status', 'proud to own', 'elegance & luxury' (MM-Eye Brand Health Study).
- Initiated and rolled out cross-functional digital immersion and upskilling program achieving over 80% attendance and 87% approval rating.



## ● Marketing & Communications Director Oceania, Parfums Christian Dior

LVMH | Jan 2019 - Apr 2020

In this role I led communications, product management, retail marketing & CRM, successfully driving go-to-market across categories, brand pillars, retail channels (boutiques, specialty multi brand, department stores, e-commerce), ATL and BTL media, PR, CRM, merchandising, instore experience and events across the Oceania region. I led a team of 7 marketing professionals, on Executive Leadership Team.

Key achievements included:

- Transformed go-to-market strategy across product categories (fragrance, makeup, skincare) and brand icons, gaining +1 market rank.
- Strengthened key relationships with major department store retailers, negotiating +\$1.5m retailer marketing investment, a 5x increase YOY.
- Drove a major transformation of paid media with a consumer-centric, digital-first and through-the-line approach to engage and recruit new customers, unlocking over \$2m incremental media value; pioneered paid TikTok globally.
- Developed strategic influencer marketing program, driving social earned media rank from #6 to #1 in under 12m; led celebrity and talent partnerships, and negotiated PR features and covers with Vogue, Harper's Bazaar, ELLE, Marie Claire.
- With E-Commerce Manager, launched e-commerce to market, implementing performance digital plan to drive qualified traffic and maximize sales conversion, with continued luxury brand experience across on-line-to-offline touchpoints.
- Invited as mentor in cross-maison EllesVMH 'Mentor Me' leadership program



## ● Head of Marketing & Communications, Estee Lauder & Aerin Beauty

Estée Lauder | Feb 2016 - Jan 2019

Led operational marketing and communications for Estee Lauder, the corporation's flagship brand. Team of 7 direct and 2 matrix reports including eCommerce.

Key achievements included:

- Successfully led major go-to-market evolution, re-positioning brand to develop pipeline of new millennial and multi-ethnic clients, strengthening pillars and hero products with insights-to-action, digital-first consumer engagement, and retail channel diversification accelerating specialty-multi, pureplay and e-commerce.
- Drove brand from #3 to #1 in Prestige beauty market with cross-category pillar acceleration achieving #1 Skincare Franchise, #1 Serum, #1 Eye and #1 Foundation
- Concurrently, drove +27% profit growth thanks to A&P efficiency, product mix optimization, strategic pricing, forecast and inventory management improvement.
- Significant success leading product launches and animations: re-launched iconic Advanced Night Repair, driving +51% growth; leveraged consumer insights to transform Moisturiser market share, proposing and driving highly successful Revitalizing Supreme launch (then Europe perfumery-only), later rolled out globally; launched Aerin Beauty to market, and accelerated Tom Ford Beauty rollout.
- Pioneered diversity and inclusion in Makeup as first market globally to offer full shade basket for Double Wear Foundation – now a global industry best-practice.



## ● Group Product Manager, Estee Lauder, Tom Ford Beauty & Aerin Beauty

Estée Lauder | Jul 2014 - Jan 2016

Led Product Marketing for Estee Lauder, Tom Ford Beauty and Aerin Beauty including product and category strategy, distribution strategy, new launch planning, pricing strategy, demand planning, inventory management, analysis and reporting.



## ● Product Manager, Estee Lauder Skincare & Promotions

Estée Lauder | Nov 2011 - Jul 2014

Led marketing and consumer engagement for Estee Lauder skincare portfolio, plus promotional offering. Teams of up to 9 direct and matrix reports.

- Successfully led major go-to-market evolution, re-positioning brand to develop pipeline of new millennial and multi-ethnic clients, strengthening pillars and hero products with insights-to-action, digital-first consumer engagement, and retail channel diversification accelerating specialty-multi, pureplay and e-commerce.
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- Pioneered diversity and inclusion in Makeup as first market globally to offer full shade basket for Double Wear Foundation – now global industry best-practice.
- Marketing lead (all brands) for rollout of S&OP transformation, APAC Supply Chain Excellence Award; forecast accuracy #2 market globally.



## ● Product Manager, Kiehl's Since 1851

L'Oréal | Dec 2010 - Nov 2011

Led all aspects of marketing for niche skincare brand, Kiehl's Since 1851. Led re-positioning of brand in the market growing retail sales by +108% in under 12 months, and launched eCommerce.



## ● Product Manager, L'Oreal Professionnel

L'Oréal | Dec 2008 - Dec 2010

Roles of increasing responsibility, leading product marketing for L'Oréal Professionnel haircare, and then the larger hair colour category.



## ● Director of Marketing, Communications, VM & Store Design

Charlotte Tilbury Beauty | Feb 2023 - Dec 2023

I led a team of 25 with a wide remit across all aspects of Go-To-Market Strategy, Retail Channel Planning, Marketing, Communications, VM & Store Design for Charlotte Tilbury in their home market of the UK.

- Leading all consumer touchpoints for business over £196m retail sales; +17% including product and retail marketing, media, PR, talent, influencer marketing, VM, store design,
  - Successfully planned and executed Hollywood Highlighter, Pillow Talk Blush Wand, Hollywood Lip Blur launches – all achieving #1 in their respective sub-categories
- Accelerated hero skincare Magic Cream, achieving #1 Prestige Moisturiser by November.
- Launched major Disney collaboration with earned media reach 3.9b valued £6.2b in UK. Best-in-class Corner Shop with Selfridges, their 2nd most commercially successful.
  - Initiated and led media transformation to consumer-centric, digital-first and omnichannel approach. Led scoping, negotiation and appointment of Publicis as media agency of record.



## ● Sales Analyst

L'Oréal | May 2007 - Nov 2008

Responsible for all retail and net sales reporting for L'Oréal Consumer Products Division. Analysis of sell-through, sell-in, stock holdings and distribution performance across product portfolio and all channels/accounts, making strategic and tactical recommendations to senior com-

mercial and business leadership. Key project team for enterprise-wide rollout of SAP.

- **Expert Commercial & Operational Consulting**

| May 2020 - Now

Expert strategic consulting services supporting leading investment institutions and global management consulting companies on commercial and operational insights for beauty and luxury retail markets. Examples of projects include:

- Potential \$2.5B+ acquisition of a global luxury skincare brand
- Luxury goods market current retail sales trends and future performance
- Operational insights into prestige beauty retail and in-store cost drivers
- Strategic and operational insights into influencer marketing for prestige beauty
- Financial analysis of prestige beauty A&P investments

- **Director & Founding Partner**

CONTENT Limited | Oct 2023 - Now

Founding team member for luxury retail startup launching to market in 2025 (currently in stealth mode). CONTENT was created to develop platforms at the intersection of content, community and commerce to reimagine retail for next-gen global consumers in the beauty, fashion and luxury markets.

Responsible for all commercial and brand aspects of the business, including go-to-market strategy, business planning, financial projections, and leading fundraising activities scheduled for Q4 2024.

## **Education & Training**

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2001 - 2007

- **University of Queensland**

Bachelor of Business Management, Marketing Major

2001 - 2007

- **University of Queensland**

Bachelor of Commerce, Accounting, Finance Majors