



BLACK WOMEN AND THE FUTURE OF BEAUTY

SATURDAY, FEBRUARY 27
1-6PM EST

A BLACK HISTORY MONTH EVENT

REGISTRATION REQUIRED



AGENDA

Saturday, February 27, 2021 | 1-6PM EST

WELCOME

1:00PM

Keynote Speaker

1:15PM

Desiree Rogers

CEO & Co-Owner, Black Opal
Former Obama Administration Social Secretary

Break

The Future of Retail

1:50PM

*Angel Beasley / Merchandising Director, Specialty Hair, Walmart
(presentation)*

Brands to Watch

2:15PM

*Tisha Thompson / Founder, LYS Beauty
Dr. Rosemarie Ingleton / Founder, Rose MD Skincare
(panel)*

Break

Clinical Diversity & Beauty

3:10PM

*Carrie Strom / President, Global Allergan Aesthetics & SVP, AbbVie
Dr. Michelle Henry / Dermatologist, MD, FAAD
Sponsored by Allergan Aesthetics*

What Black Women Want

4:00PM

*Angela Umelo / Founder & CEO
Salt & Earth Labs
(presentation)*

Break

CMO Conversations

4:30PM

*Sarah Curtis Henry / CMO, Tatcha
Katie Welch / CMO, Rare Beauty by Selena Gomez
(panel)*

Black-Owned Brands Trend Report

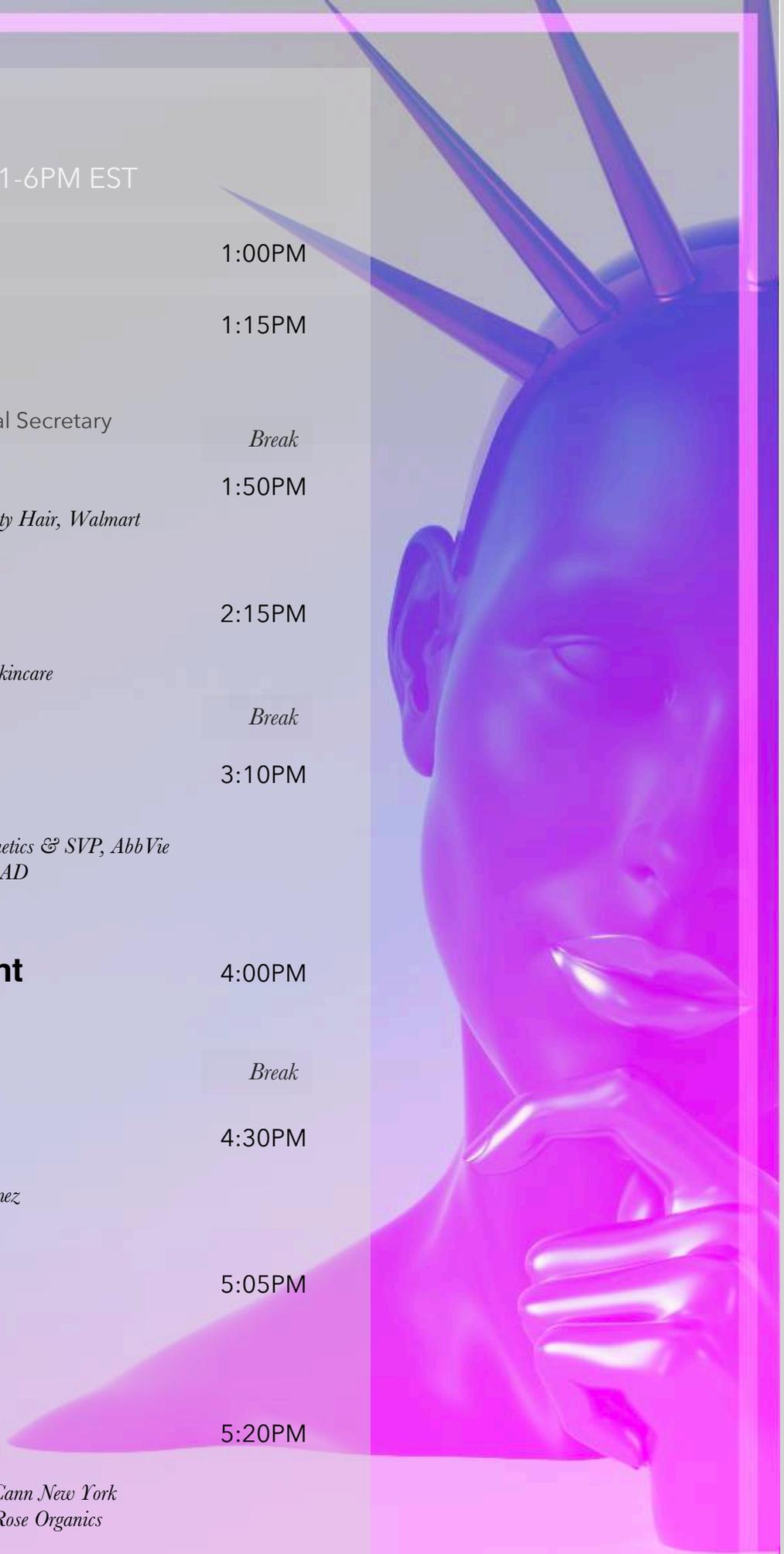
5:05PM

*Yarden Horwitz / Co-Founder, Spate
(presentation)*

Black Muses

5:20PM

*Karla Davis, VP of Marketing at Ulta Beauty
Gabrielle Shirdan, VP Creative Director at McCann New York
Janell Stephens, Founder & CEO of Camille Rose Organics
Sponsored by Ulta Beauty*



BLACK
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OF BEAUTY



Keynote Speaker

Desiree Rogers

CEO & Co-Owner, Black Opal
Former Obama Administration
Social Secretary

Desiree Rogers

Desiree has over 25 years' experience building brands in a variety of industries. Her leadership strategy focuses on identifying opportunities, building strong teams, and driving results. She is currently the CEO and co-owner of Black Opal, a massage beauty company focused on women of color.

She is the former chair of Choose Chicago, the tourism bureau where she spearheaded the transition of the agency to a digital marketing powerhouse resulting in an all-time record of over 57M visitors. Under her leadership, Chicago welcomed world class events including the NFL Draft, The James Beard Awards and the All-Star game.

From 2010 to 2016, as the CEO of Johnson Publishing Company, she and her team transformed the Ebony brand through editorial and digital redesigns as well as experiential extensions resulting in a sale of the media assets.

As the first Social Secretary for President Obama, she spearheaded the execution of his vision for the "People's House" into a reality relying on building relationships with corporations, non-for-profits, the entertainment industry, fashion designers, and the arts creating a fresh view of how the White House represented American culture.

Prior to these roles, she held senior positions at Allstate and Peoples Energy where she was the President of the \$2B gas utility.

Desiree recently launched, One Brown Girl, LLC., a corporation that invests in minority-owned businesses.

She continues to serve on several corporate boards including MDC Partners and Inspired Entertainment.

She is a graduate of Wellesley College and Harvard Business School.

5 BLACK
WOMEN IN
BEAUTY

The Future of Retail

Angel Beasley

Merchandising Director, Specialty Hair

Walmart



Angel Beasley

Merchandising Director, Specialty Hair

Walmart



ANGEL BEASLEY

Angel Beasley is a self-proclaimed retail enthusiast. As the Merchandising Director for Specialty Hair, for the #1 Fortune 500 company Walmart, she gets to lead her team to flex their innovative and analytic muscles to deliver business results in an ever changing retail environment. She uses her passion for hair and beauty to manage a +billion dollar hair business while pushing for equality in the hair aisle.

Angel collaborates with iconic suppliers like Unilever and P&G as well as groundbreaking niche suppliers like Mane Choice and Mielle Organics to surprise and delight the Walmart customer with fun and exciting hair products. Her past experience as a small business owner coupled with her stint in marketing at Walmart and Anheuser-Busch helps her bring an entrepreneurial spirit and creativity to a very scientific business.

She was born in Louisiana but raised in North Little Rock, Arkansas. Angel danced collegiately at the University of Arkansas and earned her Bachelor of Arts in Broadcast Journalism. She currently lives in Northwest Arkansas with her beautiful family. Whenever she's not managing a P&L or changing diapers she moonlights as the Co-founder of her family business Beasy and self-titled lifestyle blog, Angel Beasley.

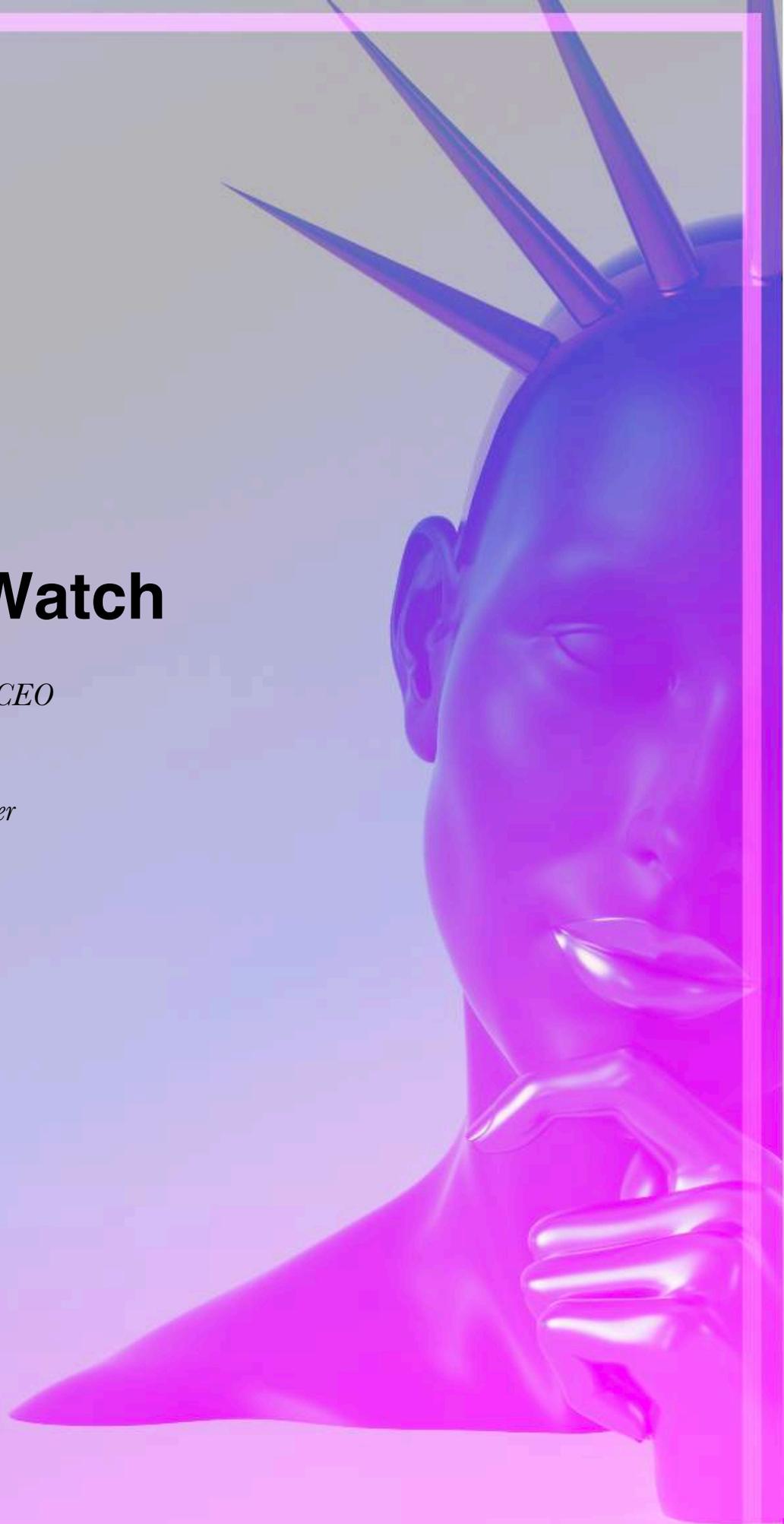
Brands to Watch

Tisha Thompson, Founder & CEO

LYS Beauty

Dr. Rosemarie Ingleton, Founder

Rose MD Skincare



Tisha Thompson

Founder

LYS Beauty



TISHA THOMPSON

A trained makeup artist turned beauty business maven, Tisha Thompson, is the Founder and CEO of LYS Beauty. With more than 15 years of industry experience in clean beauty product development, brand management, marketing, finance and operations, Tisha is unapologetic in her pursuit to diversify the beauty marketplace. Tisha built LYS as a landing-place for makeup and skincare solutions that are uniquely catered to all skin types, textures and tones, while addressing common skin concerns, like hyperpigmentation, dark spots and sensitive skin. With ingredients as her tool and confidence as the goal, Tisha is on a mission to dispel the myth that clean beauty, deep shade ranges and high-performance products cannot coexist.

LYS Beauty launched at Sephora in February of this year making it the first Black-owned cleaned cosmetics brand at the retailer.

Dr. Rosemarie Ingleton
Dermatologist & Founder
Rose MD Skincare



DR. ROSEMARIE INGLETON

Rosemarie Ingleton, Medical Director of Ingleton Dermatology is known as the dermatologist to the stars. She is a national authority in general and cosmetic dermatology, skin products and treatments, and is a noted leader in treating ethnic skin, adult acne and in dermatologic surgery.

She launched Ingleton Dermatology in 1996, and moved to the historic Silk Building in 2001. Dr. Ingleton has since created a uniquely advanced and successful approach to the practice of maintaining the health and beauty of the skin. Combining her background in Psychobiology with her medical degree, Dr. Ingleton was one of the first dermatologists in New York City to use warm, spa-like environs to help patients relax during diagnosis and treatment; and created an environment where communication between patient and doctor plays a vital - and increasingly rare - role in the successful diagnosis and treatment of disorders of the skin, hair and nails.

Famous in Manhattan circles and in industries such as fashion, beauty, music, media and the arts for her unique combination of skill, expertise, humanity and artistry, Dr. Ingleton has one of the most loyal rosters of clients in the business. She is a go-to authority in the media on all things dermatology and is featured regularly on television shows such as Good Morning America and The Doctors and in magazines such as Vogue, People Style Watch, InStyle, Essence, Town and Country and Real Simple. Dr. Ingleton is also a sought-after consultant and spokesperson for various skincare brands. She currently serves as spokesperson for the Eucerin brand.

Dr. Ingleton is currently an Assistant Clinical Professor of Dermatology at Mount Sinai Hospital. She received a BA in Psychobiology from New York University and her medical degree from the University of Maryland. She completed her Internal Medicine residency at Beth Israel Medical Center in New York and her Dermatology residency at New York Medical College in Valhalla, New York. She is a fellow of the American Academy of Dermatology and a member of the American Society of Dermatologic Surgeons, the Dermatology Society of New York and the National Medical Association.

Clinical Diversity & Beauty

Carrie Strom, President,
Global Allergan Aesthetics & SVP, AbbVie

Dr. Michelle Henry, Dermatologist, MD, FAAD
Skin & Aesthetics
Surgery of Manhattan



Carrie Strom

President

Global Allergan Aesthetics

Senior Vice President

AbbVie



CARRIE STROM

Carrie Strom is Senior Vice President, AbbVie, and President, Global Allergan Aesthetics and has served in this role since May 2020.

Prior to joining AbbVie, Carrie served as Senior Vice President of U.S. Medical Aesthetics at Allergan® beginning in May 2018, overseeing the aesthetic portfolio for the multi-billion dollar U.S. business including the iconic brand BOTOX® Cosmetic (onabotulinumtoxinA), the JUVÉDERM® Collection of Fillers, KYBELLEA® (deoxycholic acid injection 10 mg/mL), COOLSCULPTING®, COOLTONETM, SKINMEDICA®, LATISSE® (bimatoprost ophthalmic solution) 0.03%, NATRELLE® Implants and Tissue Expanders, KELLER FUNNEL², REVOLVETM along with the regenerative medicine portfolio that includes ALLODERMTM Regenerative Tissue Matrix and STRATTICETM Reconstructive Tissue Matrix.

Previously, Carrie was Vice President of Marketing, Plastic Surgery and Regenerative Medicine at Allergan from June 2016. 2017 posted a record-high growth rate, where she was instrumental in the \$2.8B acquisition and integration of LifeCell. Prior to that, Carrie led SKINMEDICA® Marketing from 2014 and worked on BOTOX® (onabotulinumtoxinA) at Allergan from 2011.

Before Allergan, Carrie spent over 10 years at Pfizer where she led marketing for Lipitor® and held various other sales and marketing roles.

Carrie received a B.A. in Communications from the University of Colorado, Boulder. She is an advocate for women in business and is actively involved with the Girls Inc. organization. She serves on the board of directors for Susan G. Komen of Orange County, CA and as a board observer for HintMD. Carrie lives in Newport Beach, CA with her husband and two children.

Dr. Michelle Henry
Dermatologist
**Skin & Aesthetics
Surgery of Manhattan**



DR. MICHELLE HENRY

Dr. Michelle Henry is a board-certified dermatologist and dermatologic surgeon. She is currently a Clinical Instructor of Dermatology at Weill Cornell Medical College. She practices general dermatology, Mohs micrographic surgery, laser surgery, and cosmetic surgery.

Dr. Henry attended medical school at Baylor College of Medicine in Houston, Texas and completed her residency in dermatology at Mount Sinai Hospital in New York City, where she served as Chief Resident. Following residency, she completed a fellowship in cutaneous oncology, Mohs micrographic, and reconstructive surgery at Harvard Medical School. She specializes in high risk skin cancer treatments, hair loss, cosmetic surgery, and skin of color.

She is a committed research scientist who has published her research in numerous articles and book chapters on topics including: lasers in skin of color, ethnic skin care, complex reconstruction techniques after Mohs surgery, new surgical techniques for basal cell carcinoma, and innovative uses for photodynamic therapy. Her research efforts have been nationally recognized by the American College of Mohs Surgery. She has served on the medical advisory boards for many companies including Aerolase medical aesthetic lasers and Allergan.

She is an international lecturer who is highly sought after to speak on complex topics such as aesthetic treatments in skin of color, ethnic skin disorders, cosmeceuticals, the proper techniques for injecting dermal fillers, hair transplantation, body contouring, and Mohs reconstruction.

Dr. Henry has also been featured in magazine and newspaper publications, including Instyle, Cosmopolitan, Woman's Day, Essence, Better Homes and Gardens, Health, Black Enterprise, Beauty in the Bag, Plastic Surgery Practice and Newsday. In addition, she has been a guest speaker on SiriusXM Satellite Radio, and is a sought after medical expert as seen on HLN, FOX, ABC, Chasing the Cure, Pickler and Ben, Sister Circle, as well as a many other national television programs. She is a fellow of the American Academy of Dermatology, American Society of Dermatologic Surgery, American Society for Laser Medicine, and American College of Mohs Surgery. She serves on the Education Committee of the American Society for Dermatologic Surgery, the Communications Committee for the Women's Dermatology Society.

What Black Women Want

Angela Umelo / Founder & CEO
Salt & Earth Labs



Angela Umelo
Founder
Salt & Earth Labs



ANGELA UMELO

Angela Umelo is the Founder of Salt and Earth Labs a formulation and brand development hub with a clean and conscious approach to beauty and wellness. As a formulation scientist and product development executive she has led both technical and marketing teams, with the leading global companies on the forefront of innovation. Her career spans nearly 2 decades where she has developed products with everyone from renowned legacy brands to the rising stars of the indie beauty scene. Her company Salt and Earth Labs is at the nexus of nature and science using green technology and conscious formulation principles to develop cleaner products without compromise.

CMO Conversations

Sarah Curtis Henry, Chief Marketing Officer

Tatcha

Katie Welch, Chief Marketing Officer,

Rare Beauty by Selena Gomez

(panel)



Sarah Curtis Henry
Chief Marketing Officer
Tatcha



SARAH CURTIS HENRY

Sarah Curtis Henry works alongside founder Vicky Tsai and leads Marketing, Creative and E-Commerce at Tatcha.

Curtis Henry has held Global and North America focused marketing and trade leadership positions during her time in the beauty industry, bridging categories from haircare to skincare, color, and fragrance, and leading functional areas from marketing to sales, PR, merchandising, and digital.

Most recently, she spent over 6 years at LVMH including 3 years at Fresh where she served as Senior Vice President, General Manager of North America and Vice President of Global Marketing. Curtis Henry also held the role of Vice President, Head of U.S. Marketing, PR & Education at Guerlain.

Prior to LVMH, she held roles at the Estee Lauder Companies including Executive Director, Global Treatment Marketing at Clinique; and Executive Director, Global Makeup Marketing at Estée Lauder. Additionally, she's served in marketing roles at L'Oreal USA on the L'Oreal Paris and Softsheen-Carson brands.

Curtis Henry began her career in Finance at JPMorgan and holds an MBA from Harvard Business School and a BA with a concentration in Economics from Spelman College.

She is a New York native and currently resides in the Bay Area.

Katie Welch

Chief Marketing Officer

Rare Beauty by Selena Gomez



KATIE WELCH

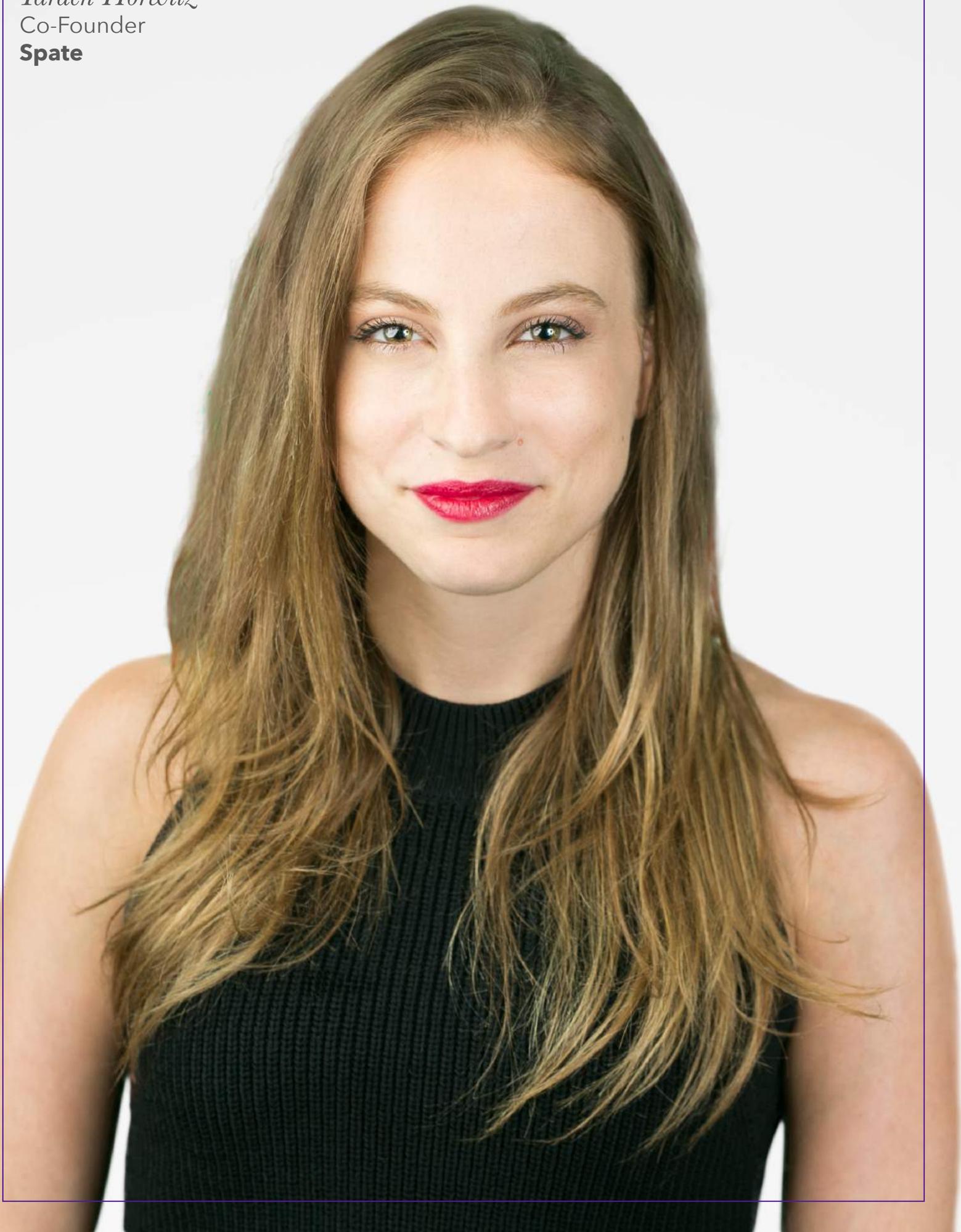
Currently the Chief Marketing Officer for Rare Beauty, Katie Welch is a creative thinker and brand storyteller with more than 20 years of marketing experience. An innovative thought leader, Katie has continually pushed the envelope while working with globally respected beauty brands, including Hourglass, Bliss, Elemis, Burt's Bees and Unilever. Katie has appeared on AMC's The Pitch, WABC, WNBC, WIX and QVC. She has been quoted in Allure, WWD, Vogue Business, Glossy and more. After many years in New York City, this Midwesterner loves life in Los Angeles.

Black-Owned Brands Trend Report

Yarden Horwitz / Co-Founder
Spate



Yarden Horwitz
Co-Founder
Spate



YARDEN HORWITZ

Yarden Horwitz is the Co-Founder of Spate, the artificial intelligence trends platform for beauty. Prior to Spate, Yarden co-founded Trendspotting at Google - where she launched renowned reports such as The Google Fashion Trends Report and The Google Skin Care Trends Report. Her work at Google included spotting top trends such as Turmeric, Cold Brew, and Face Masks. Yarden was named the Future Voice of Fashion by The Business of Fashion, based on her work in leveraging data science for consumer trends prediction.

Black Muses

Karla Davis, VP of Marketing
Ulta Beauty

Gabrielle Shirdan, VP Creative Director
McCann New York

Fanell Stephens, Founder & CEO
Camille Rose Organics

Blake Newby
Moderator /
Freelance Beauty Editor



Karla Davis

VP Integrated Marketing & Media

Ulta Beauty



KARLA DAVIS

Karla leads the Integrated Marketing Communications and Media Team for Ulta Beauty, and in her 5 years tenure, she has built the Integrated Marketing Communications function for the company, overseeing Category Marketing, Equity Communications, Media Strategy, Brand Partnership Development, Grand Openings and Local Marketing. She helped establish the brand's positioning, brand identity and brand purpose and launched Ulta Beauty's first ever national advertising campaign.

Karla's passion for the diverse and inclusive beauty space has led her to continually advocate for research development, cross functional initiatives, and communications strategies that ensure all beauty lovers can feel seen, heard and valued at Ulta Beauty . Her efforts helped determine a new value for the organization - Champion Diversity. More recently, Karla was named to Essence Magazine's Pretty Powerful List of Influential Black Beauty Executives and became an inaugural member of 25 Black Women in Beauty. From a broader industry perspective, she has been featured in Adweek's Innovators Series for Inventive Marketing, on the mainstage for the ANA's Multicultural Summit, and in AdAge's Retail Summit. In response to her career-long impact in the marketing industry, Karla will be inducted into the prestigious American Advertising Federation's Hall of Achievement, as part of the Class of 2020.

Prior to Ulta Beauty, Karla has held various roles in marketing at Fortune 100 companies, such as PepsiCo, Johnson & Johnson and Kraft Foods. Karla holds a masters degree in Design Strategy from IIT Institute of Design, and received her bachelors degree from Hampton University. She is a proud member of Delta Sigma Theta Sorority, Incorporated. Karla is the loving wife of Demetrius, the proud mama of Laila and an avid traveler - having visited 5 of the 7 continents and counting...

Gabrielle Shirdan
VP Creative Director
McCann New York



Gabrielle Shirdan

Gabrielle Shirdan is a VP Creative Director based in NY and molding work for Ulta Beauty. At McCann, she's also crafted work for AdCouncil and Microsoft - including the 2020 Super Bowl spot, voted Most Emotionally Effective. Armed with a passion for crafting authentic and emotionally provocative work, she strives to construct the creative that moves culture forward – the work that both keeps us up at night and helps us sleep. Previously, Gabrielle was Creative Director on New Era, Nature Valley, Adobe, and Smirnoff at 72andSunny. Prior to that, she collaborated with cultural icon Spike Lee and throughout her career, she's helped to build and craft culturally led campaigns for brands such as; Cadillac, JBL, Verizon and many more. On the side, she takes pride in mentoring Black creatives and most recently launched, Kitchen Table, a creative agency focused solely on building Black-owned brands.

Janell Stephens

CEO & Founder,

Camille Rose Naturals



JANELLE STEPHENS

As a beauty entrepreneurial expert and CEO/founder of Camille Rose Organics, Janell Stephens has been at the forefront of the radical shift in the billion dollar beauty industry, and has been an iconic trendsetter within this space from the start of the movement. At a time when the natural hair industry was just beginning to create an identity for itself, Janell was in her kitchen brewing her popular concoctions with food grade ingredients and gourmet blends that became the benchmark of the Camille Rose brand.

Her rise to the top has been nothing short of an inspirational tale of grit and determination. Vision and action. Prayer and self-motivation. In a few short years, a hobby morphed into a multi-million dollar company with legions of fans, throngs of supporting retailers and infinite possibilities to come.

Camille Rose Organics can be found at leading retailers including Whole Foods, Target, CVS Pharmacy and more.

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