Introducing Sephora's First Female CEO to the World

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- Path to the C-suite. Artemis Patrick has spent the past 18 years at Sephora, and next month she'll become CEO of the LVMH-owned retailer's North American business. Unlike so many female execs who get the CEO title in time for a turnaround or in a moment of crisis, she's taking over Sephora's North American market when the business is "on an upswing," my colleague Lila MacLellan reports in a new story for Fortune.

Sephora posted "record-breaking profits" globally last year, Lila reports. (LVMH's "selective retailing" unit, which includes Sephora, increased revenue 25% to \$19.4 billion in 2023.) And while the retailer faces its challenges—tweens in Sephora, anyone?—it's hardly a glass cliff scenario for Patrick, who rose the ranks mainly in merchandising roles.



COMPANIES





In April 2024, Sephora elevated longtime veteran Artemis Patrick to the role of North America CEO. Despite widespread prowess and clout within the beauty industry, her recognition among business elite was limited. Golin leveraged a multi-pronged executive positioning strategy to bolster Artemis' visibility and increase awareness among Sephora's priority stakeholders. Our work led to strategic feature placements in top-tier business publications (Fortune, Forbes, NYT, etc.) and podcasts (Fortune Leadership Next & Fast Company Most Innovative Companies), a mainstage fireside chat at the 2024 Fortune Most Powerful Women Summit, and a year-end feature piece, which appeared on the cover of Fast Company's winter issue. Artemis' leadership also led to record sales & profits for LVMH (Sephora's parent company), as reported in its Q2 2024 earnings report, where there was a direct mention of the U.S. and Canada being Sephora's strongest markets globally.