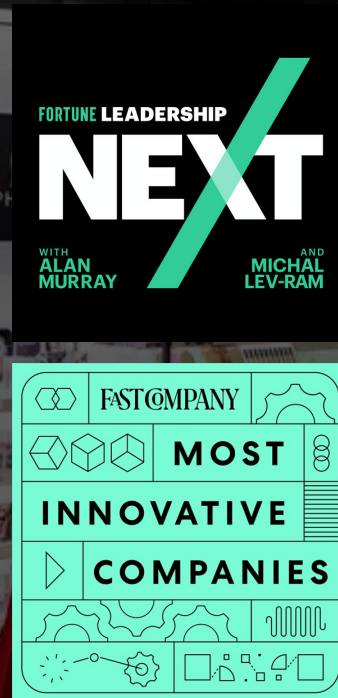


Introducing Sephora's First Female CEO to the World



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.