
CHARISSE FORD HUGHES



Charisse Ford Hughes has over 23 years as a marketing executive leading global, consumer brands with worldwide scope in beauty, fashion and retail. During her career, Charisse has built a reputation for digital and brand marketing excellence, consumer centricity, innovative strategic thinking and financial accountability.

Charisse became Global Chief Marketing Officer for Kellogg Company in September 2020. Prior to this, Charisse was CMO PANDORA Americas where she utilized her extensive knowledge in branding, category management and digital to lead all aspects of consumer, retail and digital brand marketing, including local execution. As one of her first initiatives, Charisse deployed a distinctive brand campaign that elevated the unique, affordable luxury position and enabled PANDORA to successfully stretch beyond its hero category. Charisse is credited with launching e-commerce in the US and CA growing its mix of business to almost 30%. She has also been a leader of change management amidst the retail industry shifts, mall consolidation and digital disruption. Charisse has transformed the way PANDORA connects with consumers through digital and data, leveraging audience targeting, accelerated omni-channel retail services and renegotiated agency agreements delivering 20% improvement in ROAS. As part of this multi-year transformation, Charisse has actively participated in Board meetings to provide updates on this work which has led to ~\$100MM incremental sales.

In addition to her dedication to driving strong business results, Charisse sits on the Board of Directors for Crocs (CROX) and is a Board Advisor for Pixability, the #1 Youtube optimization and brand suitability platform. She is equally committed to serving her community and giving back to others. Charisse sits on the Executive Committee of the Baltimore Development Corporation, a non-profit which serves as the Economic Development Agency for the City of Baltimore.

Charisse has received recognitions as a female business leader throughout her career. She was named an Internationalist of the Year in 2016 by The Internationalist, which recognizes 1000 marketers around the world who are reshaping the future of marketing. In 2014, she was named as one of the top influential women in corporate America by *Savoy Magazine* and, in 2013, she was honoured as a trailblazer in the beauty industry by *More Magazine*.

Prior to joining PANDORA Americas, Charisse served as a Senior Vice President for Estée Lauder Companies, leading the Estée Lauder brand, the largest brand in the ELC portfolio. During Charisse's tenure, the Estée Lauder brand added 20 percent in top line sales and doubled their profit contribution. Charisse also worked for Avon Products, Inc., where she led the global strategic positioning and new product development for the flagship ANEW Skincare brand.

A Chicago native, Charisse received a Master of Business Administration degree from the Kellogg School of Management at Northwestern University and a Bachelor of Business Administration degree from Howard University.