



## **BIOGRAPHY / Beth DiNardo**

Beth DiNardo is the Global Brand President of Smashbox Cosmetics. With Ms. DiNardo at the helm, Smashbox, the premiere L.A. photo studio-based makeup brand, now has a presence in 40 markets worldwide, and has achieved double digit sales growth and market share gains in every market.

Beth has grounded Smashbox Cosmetics in the original photo studio principles of creativity, collaboration and community, establishing core values and a culture that embraces action and innovation. She spearheaded the re-launch of the legendary Smashbox Studios resulting in a state-of-the-art renovation and experience that are critical to preserving the brand's DNA.

Ms. DiNardo has brought together a highly talented and energized team who have transformed the brand's in-store merchandising to best in class, and trail blazed into new digital spaces via the creation of the "Made at Smashbox" influencer program earning multiple CLIO awards for digital campaigns along the way. The team's product innovation initiatives from the core equity Primer to the new color categories have driven Smashbox growth ahead of the market.

Ms. DiNardo started her career at Pepsi followed by Tambrands and Revlon. She joined the Estee Lauder Corporation in 1997 spending ten years at Clinique, followed by General Management roles at Rodan and Fields and Darphin. She joined Smashbox on July 1 2010, on day 1 of the acquisition into the ELC family.

**CREATED AT SMASHBOX PHOTO STUDIOS L.A.**