

Katia Beauchamp, Co-Founder and CEO of Birchbox



Katia Beauchamp is the cofounder and CEO of Birchbox, a leading beauty and grooming retailer offering an efficient, personalized way to discover and shop for new products.

She and cofounder Hayley Barna launched the company in September 2010, redefining the beauty ecommerce experience by pairing a monthly subscription of deluxe samples – tailored to customers' unique profiles – with inspiring editorial content to create a seamless path to purchase full-size products online. Today Birchbox has more than 1 million subscribers and operates in six countries, including France, Spain, the UK, Belgium and Canada.

Prior to graduating business school and founding Birchbox, Katia worked in structured finance and commercial real estate for three years. Her deal-focused background and interest in the economics of the beauty industry were instrumental in starting and scaling the Birchbox business.

A native Texan, Katia holds a B.A. in International Studies & Economics from Vassar College and an M.B.A. from Harvard Business School. She has been honored with accolades including Advertising Age Women to Watch, FGI Rising Star of the Year, Fortune 40 Under 40, Inc. 30 Under 30, and WWD Digital Innovator of the Year in the Prestige Beauty Category, among others.