

# MARLA MALCOLM BECK

CEO AND CO-FOUNDER, BLUEMERCURY



Marla Malcolm Beck is the co-founder and CEO of Bluemercury Inc., a high-growth luxury beauty retailer and cosmetics brand developer, founded in 1999 when she was twenty-nine years old. In 2015, Macy's Inc. (NYSE: M) acquired the company. Ms. Beck also co-founded M-61 Laboratories, makers of M-61 Skincare, the first highly technical, natural cosmeceutical brand and makers of Lune and Aster Cosmetics, a vegan cosmetics line.

Ms. Beck is often invited to share her entrepreneurship, branding, and innovation expertise. Bluemercury's innovative retailing and human resource model has been the topic of numerous books, including *Shopping: Why We Love it and How Retailers Can Create the Ultimate Customer Experience* and *Be Happy at Work: 100 Women Who Love Their Jobs and Why*.

She has appeared as a guest on CNBC, CNN and Fox Business News and has been a guest speaker for WWD's Beauty Innovation Forum, Harvard University's Luxury Branding Speaker Series and Columbia University's Lang Center for Entrepreneurship's Distinguished Speaker Series. In 2014, Ms. Beck received an appointment by Harvard Business School as an Entrepreneur-in-Residence and was named as one of Goldman Sachs' 100 Most Intriguing Entrepreneurs. Ms. Beck was Ernst and Young's Entrepreneur of the Year in 2005.

Prior to founding Bluemercury, she was a consultant at McKinsey & Company. She holds an M.B.A. from Harvard Business School, an M.P.A. from Harvard University's John F. Kennedy School of Government and a B.A. in Economics from the University of California, Berkeley. She serves on the Advisory Board of Harvard Business School's Rock Center for Entrepreneurship, the Board of Directors of the National Retail Federation, the Board of Trustees at the Sidwell Friends School in Washington D.C., the Board of Council for Public Leadership, Harvard's John F. Kennedy School of Government and is an independent director on the Board of Directors of The Children's Place (NASDAQ:PLCE). She resides in Bethesda, Maryland, with her husband and three children.