

Michelle Freyre
President, U.S. Beauty
Johnson & Johnson Consumer Inc.

In her role as President, U.S. Beauty, Johnson & Johnson Consumer Inc., Michelle Freyre is responsible for the company's high-profile portfolio of beauty brands including Neutrogena®, Aveeno®, Clean & Clear®, Lubriderm®, RoC® and Rogaine®

Most recently, Michelle was the General Manager of Neutrogena®, the largest brand within Johnson & Johnson Consumer Inc., and the leader of the company's Los Angeles campus. Under her leadership Neutrogena® maintained its position as the #1 Facial Care Brand, #1 Cleansing Brand and #1 Acne Brand among the general population and Hispanics in the United States. The brand consistently outpaced competition, gained the #2 spot in the Sun Care and Facial Moisturizer Treatment categories, and widened its leadership gap in Cleansing.

Michelle is respected for her exemplary leadership qualities and her achievements in fostering a workplace culture that accepts and embraces uniqueness. Johnson & Johnson Consumer Inc.'s Los Angeles campus employs an extremely diverse workforce more than 600 strong which truly reflect the demographics of Los Angeles itself. These employees consider Michelle to be an effective and inspirational leader who takes the time to develop the talents of those within her organization.

Michelle began her career with Johnson & Johnson in 1999 as a Marketing Manager at Neutrogena®. She has held a variety of positions of increasing responsibility at Neutrogena® and the consumer companies of Johnson & Johnson in consumer marketing, trade marketing, sales and sales strategy. Prior to her General Manager position, Michelle served as National Sales Director for Johnson & Johnson's consumer skincare. Before joining the company, Michelle worked in brand marketing for Pepsi-Cola Company.

Michelle graduated from Yale University where she was Publisher of the *Yale Daily News*, and has an MBA from the Harvard School of Business. She is the Chair of the Marketing Committee for the Los Angeles Board of t United Way. She resides with her husband Joe and their twins Isabella and Lukas in Marina del Rey, California.