

The Business of Beauty

By Leslie Quander Wooldridge, Writer

For a woman who loved fashion and beauty as a child, Juliana Hendershot (MBA '11) has the perfect job. As a marketing manager for Clinique's Latin American region, she is able to blend her love of cosmetics with her aptitude for business. And that's what makes her such a bold businesswoman. She is driven and disciplined but wants to have fun on her way to the top.

Juliana Hendershot
(MBA '11)



Hendershot was born and raised in São Paulo, called Brazil's "locomotive" state because it boasts the country's highest economic production. It was the perfect place to develop an interest in business. Her mother owns a clothing store, and Hendershot frequently helped with the family trade. She always knew she'd work in the style industry.

"I was a very girly-girl," she says today from her home in Brooklyn, N.Y. But she had a serious side, and she wanted both parts of her personality to shine. "I've always been very business-oriented," she says. "I wanted to do something related to business but also fun."

A WORLD OF OPPORTUNITY

So Hendershot learned about business—all at once—by working in her mother's shop, earning an undergraduate degree in marketing and landing a management opportunity with Avon, where she worked as an assistant brand manager until graduating in 2003. She then changed direction by moving to Israel to volunteer as a coordinator for the Bahá'í World Centre, the administrative heart of the independent Bahá'í faith. A brave move, but she didn't see it that way. "I wanted to have international experience," she says matter-of-factly. "My mother always said she didn't raise her kids for herself; she raised them for the world."

Hendershot met her husband in Israel, and the two moved to the United States in 2007. They landed in Raleigh, N.C., where she began working as a retail assistant manager for Aveda Institute. In 2008, she decided to earn her MBA at Strayer University—"I wanted to have more leverage"—after securing a business development position with a software company.

GLOBAL BRANDING

Today, Hendershot works for Estée Lauder, an international company that includes more than 25 brands, such as Clinique, M.A.C., La Mer and Bobbi Brown. Her days managing Clinique's Latin American activities include approving all Latin American merchandising and marketing efforts and working remotely with other managers who represent Brazil, Mexico, Chile, Venezuela, Colombia, Ecuador and Central America.

She does everything from reviewing print ad translations for message accuracy—she speaks fluent Spanish along with Portuguese and English—to making sure that retail managers are ordering the right products and displaying them correctly. Consulting with the global merchandising team in New York City, Hendershot ensures that international regions stay true to the brand's original message, while also allowing for cultural differences. For instance, though much of the U.S. marketing for Clinique's three-step skin care system focuses on dry skin, Latin American marketing draws attention to the formulation for oilier skin. Why? It's warmer abroad—which is also why Hendershot reviews marketing plans for products expressly developed for Latin American countries, such as a "mattifying" skin hydrator and waterproof mascara intended for a more humid climate.

Even after all of the back-and-forth emails, long-distance phone calls and extended hours, she relishes her role. "What's important for me is to work for a company that I trust," the Strayer University alumna says. And since she is selling not only products but also aspirations (it's the beauty industry, after all), every marketing decision counts, whether it's for TV, print, direct mailers or in-store promotions.

At 31, she is organized yet busy, but she doesn't let her quest for perfection consume her, even though her Brazilian cosmetics region is experiencing the most growth in the company and requires immense attention. "We strive for excellence," Hendershot says of her employer. But she also secures it for herself. "When you're passionate about what you do, you will be successful." ☺

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