

Melissa Bramowitz

Melissa is a beauty industry veteran with close to 20 years of experience building brands globally, having worked on the launch of Britney Spears Beauty and held various roles at Clinique, Tom Ford Beauty and La Prairie. Over the past two years, she has built a beauty consulting business where she partners with companies from start-ups to established multinationals on Marketing, Strategy, Sales and Operations. Today, she is the Managing Director for Blue Lagoon Iceland's Skincare business where she oversees its launch in the U.S. market. She also advises luxury beauty brands as a fractional CMO and operator. Melissa graduated from Duke University and holds an MBA from The Wharton School and MA from The Lauder Institute where she was a proud member of the French track. In her spare time, she enjoys traveling and discovering global beauty trends with her husband (Lauder '09 Portuguese track) and two multi-lingual daughters.