



JANET HECTOR
Chief Operating Officer

Janet Hector is a recognized beauty industry veteran with deep experience building brands and retail concepts through proven sales and distribution strategies, education initiatives, cultivating talent and improving productivity. Her portfolio of brands include Estee Lauder, Stila Cosmetics, mark, tarte and Juice Beauty.

Most recently, Hector collaborated on the formation of a dynamic new beauty concept called Makeup&GO! – offering convenient and affordable, professional makeup application services for busy gals on-the-go – without any obligation to buy makeup. A category first that connects artist, brands and retailers to consumers in an entirely new and experiential way, Hector’s role is to develop the makeup artist program and evolve the matrix of brands and services.

With 26 doors slated for roll-out in key markets including Los Angeles, New York, Chicago, Dallas, Miami and Atlanta, by the end of 2011, Hector’s goal is to attract the best artists and the best brands – cementing Makeup&GO!’s reputation as the “go to” destination for professional artistry across the country – for pro’s and consumers alike.

Hector spent the better part of her career at Estee Lauder, starting as a regional account manager in Seattle, overseeing five states, 70 doors and 170 counter managers and beauty advisors where she more than doubled her territory’s sales volume over eight years.

She spent the next six years as Regional Sales and Marketing Director in Southern California, where she implemented a number of scalable initiatives across sales, events and product development that translated to 25% regional growth, and catapulted Estee Lauder to the #1 position at Macy’s in Southern California.

For the next five years, she held the post of Director of Global Retail Sales and Corporate Business Development for the Estee Lauder Companies where she directed sales, training and core business development strategies across Korea, Malaysia, China, Austria, Taiwan, Turkey, Greece, Israel, Belgium, UK.

She completed her tenure at Estee Lauder as Vice President, Sales of Stila Cosmetics. Janet led the team that changed the way industry worked with artists, and how the media, and ultimately consumers, perceived their role as trend-setters within the industry – elevating their stature and position.

Today, Hector resides in Orange County with her husband and 12-year old son, all the while maintaining a regular, whirlwind travel schedule across the country.

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