



LORI SALE
Founder & CEO

Lori Sale is the founder and CEO of **Makeup&GO!** – a dynamic new beauty studio concept offering convenient and affordable, professional makeup application services for busy gals on-the-go – without any obligation to buy makeup. The idea for Makeup&GO! arose, ironically, from Sale’s entertainment industry roots. She found herself in the enviable position of having a ticket to a Red Carpet-like event – but no way to have her makeup done professionally – much the same way she could her hair and nails. So, she envisioned her solution – and **Makeup&GO!** was born.

Recognized as one of the top 100 Women in Hollywood by *Variety* and *The Hollywood Reporter*, Sale has spent 20 years developing breakthrough and enduring integrated marketing campaigns for recognized entertainment companies and agencies including Miramax Films, The Weinstein Company, International Creative Management (ICM), Paradigm, Marketing Mix and Loews Hotels.

Most recently, she launched the Artist Marketing division at Paradigm Talent Agency in Los Angeles which led the marketing, re-branding and sponsorship efforts across all platforms for Paradigm’s actors, musicians and producers in film, television and music.

Prior to Paradigm, she created the Global Branded Entertainment division for ICM, a top three Hollywood talent agency, working with artists Beyonce, Smokey Robinson, Angelica Huston, Christina Ricci, Chris Brown and more.

During her seven-plus years working for Harvey Weinstein, both at Miramax Films and The Weinstein Company, Sale successfully launched globally recognized franchises such as Project Runway, the SPY Kids and led the company in original, integrated and results-driven marketing, advertising, events, strategic brand alliances and product placement initiatives.

She is the former president of Marketing Mix, an entertainment marketing firm with offices in LA, NY and St. Louis, whose clients included Sony Pictures, Polygram, 20th Century Fox, CBS Network, Disney Channel, Major League Baseball Properties, Discover and Gatorade.

Lori Sale resides with her husband in Los Angeles.

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