

# Sharon Osen



**Sharon Osen**  
Partner

## Areas of Expertise

Crafting Compelling Brand Vision  
and Road Map for Growth

Driving Growth Through Strategic  
Innovation

Interim Management  
and Coaching Executives

Advising Boards and  
Investors on Brands and  
Opportunities

Identifying  
Multi-Channel Growth  
Strategies

Devising Elevated Customer  
Experience

Developing Integrated 360  
Marketing Plans Across  
Touch Points

Defining Customer Growth  
and Segmentation Strategies

Sharon brings over 25 years of corporate marketing and brand consulting experience in Global and US markets, with a track record of developing effective business strategies, articulating compelling brand vision, and elevating brand image. Her expertise includes a strong focus on driving growth through consumer experience and customer engagement, along with a passion for innovation.

Sharon is the former Chief Marketing Officer of Perricone MD, a prestige global health and beauty lifestyle brand. As the primary brand architect, Sharon was responsible for driving the global brand vision, growth strategy and creative content leading to strong, emotional engagement across every consumer touch point and multi-channel experience including eCommerce, retail, broadcast, and boutique. Sharon also led a major re-focus on product innovation and integrated marketing across print, digital, social, editorial, public relations, and influencers.

Previously Sharon served as Senior Vice President Global Marketing at La Prairie, one of the prestigious luxury skincare brands, where she led the global drive to boost customer acquisition, enhance Omni channel customer experience and brand “storytelling” initiatives. She steered double digit growth during her tenure as SVP Marketing North America and managed new product launches, portfolio planning, and digital development.

Sharon’s deep experience in Luxury, Beauty, Fashion, Retail, and Consumer Goods is augmented by a dozen other diverse industries and brands such as Estee Lauder, Amore Pacific, Colgate Palmolive, Victoria’s Secret, American Eagle Outfitters, Gillette, Tommy Bahama, JPMorgan Chase, IBM, Coca Cola, Motorola, Gillette, Johnson & Johnson, JC Penney, L’Oreal, and Regent Hotels & Cruises.

Sharon holds a BS from Cornell University, and an MBA from Columbia University Graduate School of Business in Marketing and International Business. She is a frequent speaker at the Luxury Interactive Conference, Luxury Marketing Council, and CMO Club Conferences. She has been a guest lecturer at NYU’s Stern School of Business, and has been interviewed by leading business journals including Women’s Wear Daily and Harvard Business Review.



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