

Booming Consumer Beauty Brand, Glossier, Announces Melissa Eamer as Chief Operating Officer

New York, NY — September 9, 2019 Renovata & Company is pleased to announce the placement of Melissa Eamer as chief operating officer for Glossier, an innovative New York City-based online beauty brand that reaches its customers via 2.3 million Instagram followers. Her responsibilities include working with the leadership team to refine the company's business strategy and build a best-in-class organizational structure to support aggressive growth goals. This year Glossier received another \$100 million in funding for a total valuation of \$1.2 billion.

Backed by Sequoia Capital, Index Ventures, IVP, Thrive Capital and TOMS, Glossier transformed from a concept into a customer-focused, technology-driven global consumer beauty leader with 200 employees in less than four years. The company never went the traditional route of selling products in department and beauty stores—and is seeing great success with its own two stores in New York and Los Angeles. Glossier's vision is to build the beauty company of the future—with a brand as big as Apple or Nike.

"In 15 years, if we've done things right, people will look to Glossier as the model of how to start a \$100B+, consumer-first tech company," says Emily Weiss, Glossier founder and chief executive officer. "No woman or women-led company has built a business this big yet."

As chief operating officer, Eamer will help the company reach this goal. Over the next 12-18 months, Eamer will operationalize the rollout of digital products that invert the traditional shopping model. The company also plans to introduce new brands to become a key player in the multibillion-dollar global cosmetic products market.

"Melissa is a seasoned e-commerce executive with in-depth experience in merchandising and marketing strategy, vendor negotiations, sales forecasting, inventory planning and management, new product development, team leadership and staff development," says Mannie Gill, Renovata & Company partner. "With her track record of driving execution and success in fast-paced environments, she's the right person to help take Glossier to the next level."

Eamer's past experience includes vice president of sales and marketing for Amazon Devices, where she was responsible for lead product development, go to market, online and offline sales, and marketing. Before that, she held numerous other leadership roles at Amazon, including vice president of consumer engagement, vice president of Sports, Outdoors and Toys; technical advisor, consumer business; and director of various areas of the business—including Kindle Content Store, Home & Garden, Global Vendor Services, and US Books and Amazon.ca.

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