



Philippe Harousseau

CMO

About Philippe

A pioneering marketing executive and purpose-driven leader, Philippe delivers share gains and profitable growth with both large and fast growing businesses. With comprehensive global brand and business experience at leading and progressive organizations, he delivers results through unconventional marketing approaches, disruptive innovation, brand expansion, and brand purpose. As an early adopter and vector of change in digital transformation, Philippe drives successful award-winning and digital-enabled campaigns. With deep expertise across all areas of marketing, he meets commitments with relentless determination, passion, energy, and integrity.

How Philippe has Helped Businesses Grow

- Steered GoGosqueez out of a significant product recall, restoring financial and brand metrics in one year at Materne North America.
- Laid the foundation for double digit growth through innovation (launched GoGosqueezZ YogurtZ, a yoghurt that's so cool it doesn't need a fridge, prepared SmoothieZ), and focused digital and social media investment.
- Restored share growth of Unilever skin cleansing portfolio (to 50% in bar soaps and 40% in Body Wash) through orchestrating a comprehensive plan with Global teams. Plan included significant innovation and the launch of Dove Men + Care.
- Grew sales and brand equity of the iconic Dove brand by leading the original deployment of the long running Dove Campaign for Real Beauty (multiple Lions at Cannes, Ad Age Marketing 50, Effies, Best of Silver Anvil).
- Accelerated to double digit growth a \$600 million business at Unilever by turning around Vaseline through the launch of disruptive spray technology and growing face care by launching Simple, Axe, and Dove Men + Care.

Executive Marketing Experience

- General Manager, Lintbells USA
- SVP Growth Initiatives, Shiseido Americas Corp
- Chief Marketing Officer, Materne North America
- Vice-President Brand Development, Regional Skin Care, North America and Latin America, Unilever
- Vice-President Brand Development, Skin Care & Skin Cleansing North America, Unilever
- Marketing Director, Dove Skin and Masterbrand, USA, Unilever North America
- Director, Relationship Marketing Innovation Center, Unilever North America
- Various marketing roles, Unilever, Personal Care Europe

Expertise

Industry Experience

- Consumer
- Health and Wellness
- Food & Beverage
- Consumer Goods

Specialties

- Omni-Channel Marketing
- Brand Strategy/Refresh
- Product Innovation
- Positioning/Messaging
- Market/Consumer Insights

Education

- Masters of Science in Management, Marketing, and Finance, HEC Paris

Contact Information

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