

PETER LICHTENTHAL

Global Brand President
Bobbi Brown and Bumble and bumble

As Global Brand President, Bobbi Brown and Bumble and bumble, Peter Lichtenthal heads business operations for two of the Company's most innovative color and hair care brands. Mr. Lichtenthal has spent more than 30 years working in the beauty business, 27 of them at The Estée Lauder Companies in various senior roles. With his vast experience in marketing and general management, both in North America and beyond, he brings his broad, well-rounded perspective and leadership skills to Bobbi Brown and Bumble and bumble.

Since joining Bumble and bumble in 2007, he directed its launch and incredible growth within Sephora while maintaining creative and sales momentum within the professional salon channel. Bumble and bumble is Sephora's number one hair care brand. As an influential Global Artistic Director with deep knowledge of the brand's heritage, Mr. Lichtenthal reinvigorated the Bumble and bumble salon network and reignited its engagement with the brand.

Prior to his current role, he oversaw Smashbox Cosmetics, where he worked with the California team to help solidify the brand's growth momentum. Earlier in his tenure at The Estée Lauder Companies, as Global General Manager of M·A·C, he used his broad array of skills and insightful management style to help strengthen the brand's global leadership position. As Senior Vice President, Global Marketing, Estée Lauder, he was responsible for driving the Fragrance, Makeup, Skin Care, Promotions, Special Events and Online departments. Prior to that, he was Vice President and General Manager of Estée Lauder International, after having spent more than 10 years in marketing, working on notable launches including Advanced Night Repair, Pure Color makeup and Resilience Lift. He began his career in advertising at Young and Rubicam, and in marketing at Avon Products.

Mr. Lichtenthal has a B.A. in English from Brandeis University and a Master's in Marketing from Northwestern University. He also studied in Paris at the Institute of European Studies and speaks fluent French.

B O B B I B R O W N

Bumble and bumble.