

Olivier Bottrie to retire after 26 years with Estée Lauder



The Estée Lauder Companies Inc. announced that Olivier Bottrie, Global President, Travel Retail and Retail Development (pictured above), is retiring after a remarkable 26-year career at the company. He will transition to a special advisor role effective May 1, 2022 and will depart the company on June 30, 2022. In the coming days, successors for both Travel Retail and Retail Development will be announced, and Bottrie will work closely with these individuals starting in May to support a smooth and successful transition.

“Olivier is a strategic leader with clarity of vision, deep international expertise and a dynamic and inclusive leadership style,” said Fabrizio Freda, President and Chief Executive Officer. “He has been a driving force for innovation and growth, leveraging his strong relationships, commitment to excellence and laser focus on the traveling consumer’s needs to transform Travel Retail into a growth and profit driver for the company. Throughout his career, and especially over the last two years, Olivier has been a guiding force and mentor for his talented team, always leading with confidence and compassion. His presence will be greatly missed across the organization and throughout the industry.”

As the head of ELC’s global Travel Retail business since 2004, Bottrie has built an exceptionally strategic and action-oriented team, growing the Travel Retail channel – which now spans approximately 140 countries and territories – from approximately 6% of ELC’s net sales in 2004 to approximately 28% in fiscal year 2021. In 2019, ELC became the market share leader in the total beauty category in Travel Retail, maintaining the top position in 2020 despite the global pandemic.

Throughout his career, Bottrie has embraced the power of transformation and championed the first-to-market advantage, recognizing early the opportunity in marketing to the Chinese traveling consumer globally as well as seizing upon the online pre-tail opportunity to unlock growth. He expanded the Company’s brand portfolio aggressively in the channel and led the development of new capabilities in product innovation, digital engagement, education and business intelligence and analytics.

In 2017, he expanded his remit to include oversight of Retail Development, managing the company’s freestanding store portfolio while strengthening retail excellence and efficiency to drive increased consumer coverage and profit. In particular, he created a new global store design structure, accelerated omnichannel integration and supervised the development of bespoke retail organizations in the regions.

A long-time steward of ELC’s values, Bottrie spearheaded the creation of Travel Retail’s own sustainability goals in 2021. He is also a proponent of Inclusion, Diversity and Equity (ID&E), advancing ELC’s commitment to equity through the sponsorship of Travel Retail’s own ID&E Champions, NOBLE (Network of Black Leaders and Executives) Travel Retail Employee Resource Group, and the creation of an exclusive talent and development program with Florida A&M University, the top public Historically Black College/University in the United States.

Committed to giving back, he and two other Travel Retail executives, Ed Brennan and Martin Moodie, co-founded Hand in Hand for Haiti in 2010 in response to the devastating earthquake that struck that year. Hand in Hand for Haiti is a non-profit organization that built and operates a school in Haiti, which provides education to 360 children focusing on the country’s youngest and neediest. In recognition of this work, Bottrie was received into the National Order of Merit of France, as well as the National Order of Honor and Merit of Haiti. In October 2015, he was appointed Goodwill Ambassador of the Republic of Haiti in recognition of his work there.

Throughout the COVID-19 pandemic, as the Travel Retail industry has faced an unprecedented level of disruption, Bottrie strongly prioritized the health, safety and wellbeing for his colleagues and their

families. Bottrie's steady hand throughout the pandemic as well as his confidence in his team's ability to weather the storm have played an important role in ELC's success.

"We are grateful for Olivier's tremendous contributions to our business over the past 26 years, and the many ground-breaking initiatives he has led for Travel Retail and the company," said William P. Lauder, Executive Chairman. "With his empathetic and inclusive leadership style, Olivier has made an enormous difference both within and beyond ELC through his passion for giving back. On behalf of the company and the Lauder family, I would like to wish Olivier the very best in his well-deserved retirement."