

Karen Grant

Vice President and Global Beauty Industry Analyst

Karen Grant is vice president and global beauty industry analyst for The NPD Group. In this role, Karen provides a comprehensive view of the market – coupling expertise on brand management with the strategic insights of market research. Regarded as the beauty industry expert, Grant's concentration is on uncovering emerging market trends, brand vulnerabilities, and opportunities. Her expertise is in providing market insights and evaluating new and missed client opportunities and competitive threats. She provides ongoing consultation to retailers and the leading beauty manufacturers, including Lancôme, Chanel, and Shiseido, as well as top financial institutions such as UBS Warburg and Merrill Lynch. As NPD's beauty industry spokesperson, Grant also provides industry insights on key trends to major associations such as HBA (Health and Beauty America), and media publications including *Women's Wear Daily*, *International Cosmetic News*, *The New York Times*, *The Wall Street Journal*, "NBC Nightly News," and *Time Magazine*, among others.

Prior to joining The NPD Group, Grant spent over 15 years in the high-end consumer goods and service industries, where she held leadership roles in sales, marketing, brand management, business planning, and account management for companies such as Christian Dior Couture and Cartier, Inc.

- Most recently, Grant was director of national sales and merchandising for Christian Dior Couture. In this role, Karen was responsible for sales and merchandising in all U.S. Christian Dior retail stores, lease departments, and wholesale accounts. Reporting directly to the President of Christian Dior USA, Grant also worked closely with Christian Dior international executives such as the Chairman & CEO of Christian Dior SA on USA strategies.
- Before Dior, Grant was Northeast regional sales director for By Paloma Picasso. Here Grant established chain-wide Neiman Marcus, Saks Fifth Avenue, and Bloomingdale's businesses. She successfully doubled comp-store sales volume within the first year by working extensively with senior management at key retailers to develop sales and marketing strategies and negotiate stock and sales plans, merchandise assortments, open-to-buys, and stock replenishment programs.
- At Cartier Inc., Grant started her career as a product manager, where she developed and managed brand communications budgets, sales forecasting, marketing objectives, and strategies.

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Nationally-recognized expert on emerging market trends, brand vulnerabilities, and opportunities in the beauty industry