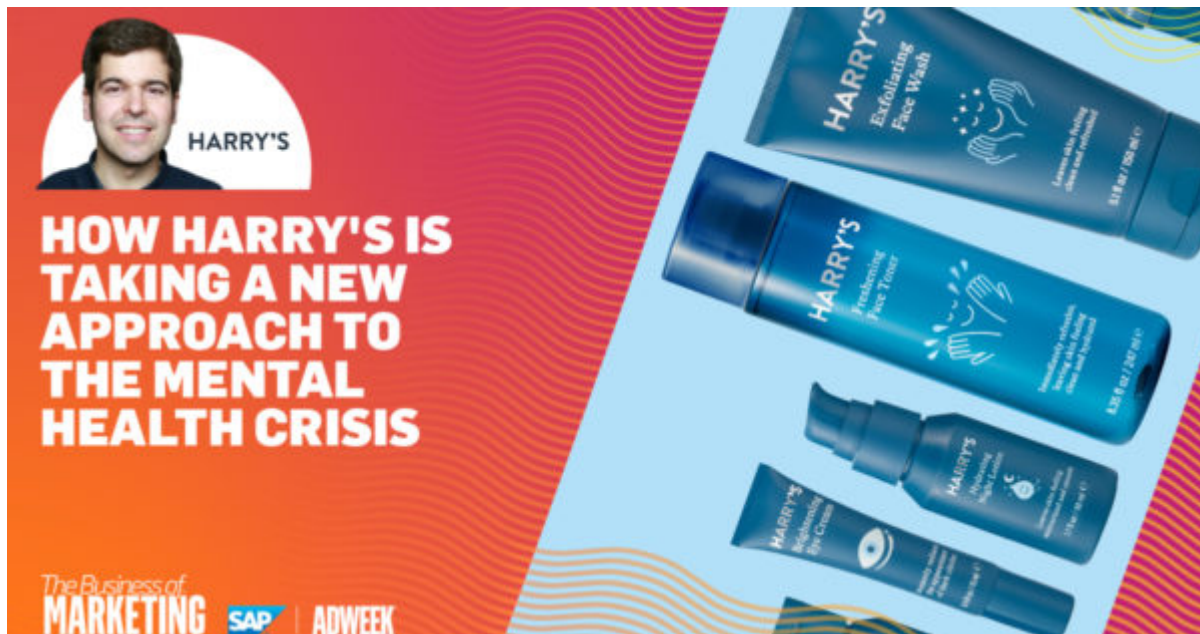


How Harry's Is Taking a New Approach to the Mental Health Crisis



On this week's episode of The Business of Marketing Podcast, Adweek's chief innovation officer, Toby Daniels, sits down with Jaime Crespo, general manager at DTC shaving brand Harry's. With almost 20 years of experience, Crespo has held senior marketing roles for brands like Unilever, Anheuser-Busch InBev and Amazon before joining Harry's. At Harry's, he is responsible for Harry's P&L in the U.S. and developing commercial and innovation roadmaps. He's also responsible for the growth and success of the Harry's brand and for its vision to become a disruptive omnichannel men's care brand.

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