

Kimberly-Clark's Andrea Zahumensky on Leading with Care, Speed, and Authenticity

In this episode of Brave Commerce, Rachel Tipograph and Sarah Hofstetter speak with Andrea Zahumensky, president of North America baby and child care transformation and Canada at Kimberly-Clark. Andrea shares how the company's long-standing commitment to solving consumer problems through science and innovation continues to guide its growth.

She discusses how leading with care, both internally and externally, becomes more powerful when backed by results, and how challenger brands have helped sharpen Kimberly-Clark's go-to-market strategies. Andrea also reflects on the importance of authenticity in leadership and the culture shifts required to move with speed at scale.

Key takeaways:

- Performance enables care. Delivering results creates the resources to reinvest in solving real consumer problems.
- Challenger brands can expose blind spots. Kimberly-Clark's response in diapers reshaped its innovation strategy.
- Authenticity builds trust. Leading with emotion has become Andrea's superpower as an executive.

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