Scaling Indie Beauty Using Big Brand Expertise With Versed

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On this episode of the Brave Commerce podcast, hosts Sarah Hofstetter, president of Profitero, and Rachel Tipograph, founder and CEO of MikMak, sit down with Kerry Sullivan, CEO of skincare brand Versed.

Her career journey has taken Sullivan from leading iconic beauty brands at Neutrogena and Dollar Shave Club to helming the rising beauty brand Versed. She discusses the unique challenges and opportunities of transitioning from established corporations to a fast-moving indie brand, and how her vast experience in beauty commerce gives her a competitive edge.

Sullivan dives into the differences between managing large, structured organizations and working alongside visionary founders like Katherine Power at Versed. She reflects on the importance of adopting a scrappy mindset, leveraging big brand best practices while embracing the agility required to scale emerging brands. Kerry also shares her approach to recruiting for growth-stage companies and the critical role of immersing herself in various aspects of the business, from marketing to

warehouse operations.

As Sullivan discusses the evolving beauty landscape, she emphasizes the importance of authenticity, understanding consumer needs, and balancing new trends with proven business practices. Her insights into modern influencer marketing, the future of TikTok Shop, and global expansion make this a must-listen for anyone interested in the future of beauty brands.

Key takeaways:

Big Experience for Small Businesses: The power of merging big-brand expertise with indie brand agility to foster growth and innovation.

From Top to Bottom: Insights into navigating full-funnel marketing strategies for emerging beauty brands in today’s digital and retail environment.

The Importance of Human Touch: Authenticity and strategic risk-taking in building successful beauty brands.

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