

## Andrea Jung

President and CEO of Grameen America and Former CEO of Avon Products

**Leading a Global Business.** With her vast experience as the longest-tenured female Fortune 500 CEO, Andrea Jung addresses how to lead a global business. She describes her seven qualities of successful leaders: passion, compassion, courage, humility, pride, perseverance, and impactfulness and shares stories about how they helped her more than triple Avon's profits and transform the organization into *the* company for women. Leading a successful business in today's rapidly-changing, globalized world requires all seven characteristics, and Jung shares the knowledge that allowed her to transform Avon's operating model and cost structure, expand internationally, improve brand perception, reinvent corporate culture, manage change, take calculated risks, and succeed where others had failed.

**Technology and Innovation.** In order to turn Avon around and create years of double-digit growth, Andrea Jung prioritized strategy and innovation in her organization. She discusses the role that technology played in helping Avon stay competitive, the transformative role of digitization – in terms of integrating technology with geographically-dispersed, independent agents, and how Avon maintained its high level of touch with its customers while also becoming a high tech, modern, web-based businesses. She also addresses using technology to motivate teams.

**Marketing and Branding.** When Andrea Jung took the helm at Avon, the company was struggling. She injected energy into a tired brand, propelled it into a world of hip, young makeup products, and expanded into untapped demographics. Jung explains how she transformed the brand – the “ding dong” Avon Ladies evolved into modern entrepreneurs who are smart, savvy, and professional – and the perception of the products followed suit. Through focused marketing and branding, she positioned Avon not only to survive a harsh economic climate but to thrive once conditions improved. In her presentations, Jung shares stories from her time at Avon and explains how she put a youthful face on a mature company, proving to be the ultimate makeover artist.

**Women in Business.** Andrea Jung turned Avon into the company for women. Her goal was to make the organization both profitable and purposeful, and she helped her sales reps all over the world achieve economic self-sufficiency. The founding principle of the company, the direct selling model, has enabled millions of women to become financially independent. Repeatedly named one of *Forbes* “100 Most Powerful Women,” Jung discusses women in business and the challenges they face in part based on her experience getting originally passed for the CEO position in favor of a man.