

WOMEN IN AESTHETICS



The Groundbreaking Original Series from Industry Vet Wendy Lewis



GET TO KNOW KATIE CHENG
CHIEF MARKETING OFFICER AT CYNOSURE, LLC

A multiple award-winning senior executive, Katie Cheng spent more than a dozen years at J&J working on a range of leading skincare and health care brands. Her deep experience in brand development, positioning and product launches, coupled with strong advertising, medical, and digital capabilities, set her up for success in the global aesthetics market.

In January 2021, Katie joined Cynosure, LLC as Global Chief Marketing Officer for the multi-category, aesthetic medical device company. She was tasked with launching many new innovations, including a topical line, energy-based devices in RF, and light-based and soundwave technologies worldwide. Among her goals was to create a more insight-driven organization and elevate the marketing team both in the US and Internationally.

A member of the Executive Leadership Team, Katie manages a global team of 60, cross functional teams, and agency partners. Under her watch, Cynosure's global brand positioning and innovative visual identity, "Beautiful Energy," came to life.

WL: Who were some of your mentors throughout your career?

Katie: I've been very fortunate to have a few strong mentors who helped

me along my career and contributed to who I am today as a leader.

My first marketing manager at J&J, Anna Marie, taught me how to listen and tap into consumer insights to really understand how they help drive everything about what we do, from creative development to media planning to innovation. I credit most of my marketing knowledge to what she taught me and what we were able to create together.

I credit another J&J manager, Scott, who taught me to be an empathetic leader and to put people first. He was one of the kindest people I've worked for and served as a fantastic example of the human side of management. He showed me how important it is to be an empathetic leader, especially as my teams have gotten larger and more far-flung.

Finally, I credit many people who have worked for and with me who have given me honest, real-time feedback and constructive criticism. Whether it was about how I managed a meeting, how a campaign went, how to manage agency feedback, or how I organized a team building event, their input has helped me become a better business person, leader, and human. I wouldn't be where I am today without them!

WL: How did you get your start in the aesthetics field?

Katie: I have been a beauty veteran for more than 20 years! I started my career in beauty at P&G, where I worked on that traditional brand Max Factor. I spent more than 13 years at J&J, where I worked on almost every brand in their skincare portfolio, including Aveeno, Neutrogena, Clean & Clear, and RoC! I also have experience in medical devices

and tech (being at Samsung), so aesthetics seems like a natural progression. I love the beauty space and making a difference in people's lives, so joining Cynosure was an exciting opportunity that is an amalgamation of all my past experiences.

WL: What advice do you have for female rising stars in this industry?

Katie: Listen and learn as much as you possibly can! Beauty is a complicated category, driven by a huge amount of emotion and insight, and is constantly changing as societal norms and culture evolve. Technology is changing all the time, which makes the category so exciting. Really immerse yourself in it and absorb everything around you like a sponge. Talk to consumers/patients, doctors, and experts in the field; attend events, and have a treatment. You should definitely go out with the Sales team to understand what makes the industry tick and to gain insights of your own.

WL: How would your colleagues describe your management style?

Katie: I'm a proponent of empowering my team. A big part of my job is to develop the next generation of leaders! My Cynosure marketing team is amazing; they do it all, from portfolio management to marketing and media planning, to event planning, digital martech, and loyalty development. The global team spans dozens of countries. I couldn't do it without their hard work and dedication. I want to ensure they help drive the business strategically, have excellence in execution, and have some fun along the way.

WL: Name a quote or quotes that best describe your philosophy

Katie: What I tell my daughter: "The difference between an ordeal and an adventure is your attitude," and "Be kind, because everyone is facing a great battle."

What I also practice at work: "Management is about persuading people to do things they don't want to do; Leadership is about inspiring people to do things they never thought they could." ■