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Nudestix Names New CMO

Shereen Holland will play an integral role in shaping the growing brand's digital strategy.

By Rachel Brown | January 13, 2017



Nudestix has brought on board Shereen Holland as chief marketing officer.

Holland comes to the brand from Sephora's digital division in Southeast Asia, where she headed regional buying. She arrives at Nudestix as it is doubling down on digital efforts to engage young consumers and drive sales.

"Our digital penetration at Nudestix is over 30 percent globally, and we think it will increase exponentially in 2017," said Nudestix cofounder Taylor Frankel. "The Nudestix client is getting their information from social and digital platforms, whether it is Instagram, Facebook, Snapchat or our dot-com. That's where we are going to be investing a lot of our dollars in 2017."

Holland's digital background and global perspective were attractive to Nudestix. Prior to her tenure at Sephora Southeast Asia, she was a regional beauty buyer at Asian fashion e-tail company Zalora. She's also had stints at Jurlique and David Jones. In her capacity at Nudestix, she will be based in New York.

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Shereen Holland

“We built a relationship with her when we launched Southeast Asia in January of 2016. She’s super smart, and we just love her,” enthused Frankel, noting Southeast Asia is Nudestix’s most productive market. “We are launching in China, and we needed someone with experience internationally, and she has a lot of experience in video content, paid social, digital merchandising and dot-com. Because of that, she will be really relevant to our video content and digital strategy.”

This year, Frankel elaborated Nudestix will be concentrating on elevating its branded web site and harnessing influencer partnerships. The idea for the site is to make it a compelling lifestyle destination. On the influencer front, the Nudestix is teaming up with six influencers to produce content and collaborate on product releases.

When it comes to digital advertising, Frankel singled out Instagram and Facebook as successful platforms for Nudestix, and the brand will be continuing to focus advertising initiatives on them. She said, “The numbers don’t lie. They convert, they create brand awareness and we are getting a lot of new consumers there as well.”

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