



Sheryl Adkins-Green
Chief Marketing Officer

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Favorite Mary Kay Ash's Quote:
“People will support that which
they help create”

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BIO

Sheryl Adkins-Green, Mary Kay's Chief Marketing Officer, supports the success of millions of Independent Beauty Consultants by leading the global brand marketing strategy, new product development, advertising, digital marketing, social media, and customer insights that keep the Mary Kay brand and business opportunity relevant and competitive. Founded in 1963, Mary Kay Inc. is a leader in the skin care and color make-up categories. Staying true to its direct selling model, Mary Kay is currently enriching the lives of women in nearly 40 countries including Brazil, Mexico, Russia, Germany, Malaysia, China, Colombia, and most recently, Peru.

Sheryl brings a wealth of global sales and marketing knowledge to the Chief Marketing Officer role. Prior to Mary Kay, Sheryl held executive positions with Alberto-Culver, Cadbury-Schweppes, Citigroup, and Kraft Foods. Sheryl has significant experience around business development, strategic thinking and high-level negotiations.

Closely aligning with Mary Kay's focus on improving women's economic independence, Sheryl is actively involved in the community through The Mary Kay Foundation's mission of finding a cure for cancers affecting women and stopping the incidence of violence against women. In addition, Sheryl is a Trustee of Texas Christian University and she serves on the board of the Dallas Museum of Art.

Sheryl is a @Forbes Top 50 CMO Influencer and she can be found on Instagram and Twitter as @SherryAG.

EDUCATION

Sheryl received a Bachelor of Science in retailing, cum laude, from the University of Wisconsin and holds a Masters of Business Administration from Harvard Business School.

AWARDS

Sheryl was recently named one of the 2018 Dallas Power 50 Awardees by the Texas Diversity Council. In 2017, she was named one of the Most Influential Women in Direct Selling and was recognized as one of the “Most Powerful Women in Business” honorees. In 2016, she was included in the “Power Women CMO's” by Black Enterprise; was named one of the Most Powerful Business Leaders in Dallas by D CEO magazine, and was included in the “Top Women in Marketing Technology” list by Brand Innovators. In August 2012, Sheryl was the first recipient of the Global Marketer Award from the Academy of Marketing Sciences. Sheryl is proud to be featured in Valorie Burton's best-selling book, “Successful Women Think Differently.”