



Tara Eustace
Region President, Mary Kay Europe

Favorite Mary Kay Ash Quote:

“Mary Kay is a unique way of life that provides the brushes, the oils, the pigments and the canvas on which you can paint your life as you really want it to be. You choose your own colors, your own design and your own pattern. It's a place where you can reach higher, think bigger, grow greater and live deeper than anyplace else on the face of the earth.”

BIO

As Region President for Mary Kay Europe, Tara currently oversees 19 markets: Armenia, Belarus, Czech Republic, Estonia, Germany, Ireland, Kazakhstan, Latvia, Lithuania, Moldova, the Netherlands, Poland, Portugal, Russia, Slovakia, Spain, Switzerland, Ukraine, and the United Kingdom.

After joining Mary Kay in 1993, Tara became a key member of the start-up team for Mary Kay Russia and was instrumental in growing it into one of Mary Kay's four largest markets around the globe. Tara is passionate about helping girls and women realize their dreams and achieve financial independence. As Mary Kay Russia grew, Tara knew she had to help give women in neighboring former Soviet Union block countries an opportunity to provide for their families and grow their entrepreneurial skills. She took on the additional challenge of expanding Mary Kay operations into other Eastern and Western European countries to empower women.

She personally led the start-up teams for Mary Kay Ukraine, Mary Kay Kazakhstan and Mary Kay Poland, all of which have become thriving markets. In 2002, Tara was promoted to President of the European Region, taking on management of additional countries and subsequently opening new markets. Under Tara's visionary leadership, the Mary Kay® brand has become a leading cosmetics company and one of the most respected women empowerment and entrepreneurship companies in the European Region.

Tara was born and raised in the U.S.A. She moved to Russia as a young adult as she yearned to make a difference in the lives of girls and women in developing countries. Tara cherishes the opportunities she has had in her Mary Kay career which have allowed her to meet women across Europe and the former Soviet Union where she found a common thread uniting women in wanting a stable life for themselves and their families full of opportunity and certainty.

She lives in Moscow with her husband Dmitry and their two children: daughter Sophia and son Alexander. Tara serves on the Seldia CEO Council, an organization that advocates on behalf of direct sellers in Europe.

EDUCATION

Tara holds a Bachelor's degree in Russian Studies and International Relations from the University of Virginia.