



**Kate Fannin, Executive Director, Retail Experience  
The Estee Lauder Companies**

Kate Fannin is a strategic, omnichannel "Experiential Retailist" and consumer engagement trailblazer with over 20 years in marketing, retail, fashion, and beauty, including 15 years within luxury. She currently leads the North America Retail Experience & Insights Center of Excellence for the Estee Lauder Companies and has held marketing leadership roles for Nordstrom, Neiman Marcus, and Gap, Inc.

She is passionate about consumer-first innovation that enhances the connected customer journey, and she has a track record of

pioneering relevant, digitally enabled engagement programs that leverage brand equity, maximize retail strengths, and always put the customer first.

Kate has an MBA and BBA, both in Marketing, and is an avid knitter, muscle car enthusiast, and “snail mail” letter-writer.