
CARA SABIN

CEO of Sundial Brands and SheaMoisture



Cara Sabin is a marketing executive with 20 years of general management, business strategy, consumer marketing, digital and innovation experience across a variety of industries. She is currently the CEO of Sundial Brands, which includes, SheaMoisture, Nubian heritage, Madam C.J. Walker and Nyakio.

Prior to Sundial Brands, Cara held senior-level positions at Johnson & Johnson on Neutrogena, a leading mass beauty brand, and on KORRES, a prestige homeopathic Greek beauty brand. Before Johnson & Johnson, she held positions as Executive Director for Color Cosmetics as well as for Skincare at Avon Products, Inc., the world's largest beauty direct seller. Cara's beauty experience is rounded out by her several years working at L'Oréal, where she was the Assistant Vice President of Marketing for the L'Oréal Paris Haircare division. She also led Global Marketing for

Clinique \$1 Billion Makeup and Fragrance portfolio as well as Marketing for NARS Cosmetics' American business.

Cara also worked for Capital One Financial, where she launched the first "What's in Your Wallet?" campaign, and at Kraft Foods, where she worked on the venerable Maxwell House coffee brand, among others. Her diverse portfolio and extensive experience across various industries, definitely contributed to her amazing success in her business ventures and ultimately led to her newfound position as CEO of Sundial Brands.

Cara Sabin holds a BA in Spanish Language and Culture from the University of Virginia and an MBA from Duke University's Fuqua School of Business. While in school, she also became a member of the Delta Sigma Theta Sorority and is now the Vice Chair of the Minority Alumni Advisory Board for Duke University's Fuqua School of Business. Aside from school, health and fitness have always been a huge part of her life as she ran track competitively in high school. Today, on her free time, she enjoys training and competition in Olympic distance triathlons as well as century distance bike rides.

"As the new CEO of Sundial Brands, I am honored to be leading a family of brands built on a rich foundation of family legacy, culturally inspired ingredients and a strong commitment to our community. I will passionately keep an entrepreneurial spirit and vision thriving throughout our company so we can continue to serve you handcrafted natural products made for your hair, skin, body, baby and men's needs while standing with you through community investment efforts that truly make a difference."

- CEO of Sundial Brands and
SheaMoisture, Cara Sabin