



A BETTER CHANCE

## NATIONAL BOARD MEMBER

### MALY BERNSTEIN

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Maly Bernstein (@malyberstein) is the newly appointed Vice-President of Digital & Omni-Channel for CVS Pharmacy at CVS Health, responsible for leading the team nurturing the exponential growth of our e-commerce P&L. She was formerly the Vice-President of Beauty & Personal Care at CVS Health, with a multi-billion-dollar portfolio that included Cosmetics, Skincare, Hair Care, and Personal Care.

With nearly 20 years of experience in retail and consumer packaged goods, Maly's passion lies in creating emotional connections with consumers through breakthrough platforms that integrate product, service, and experience innovation into a compelling story. Since 2013, Maly and her teams at CVS have transformed the Beauty assortment by targeting white spaces, including being first to launch K-Beauty nationwide; blowing out trends such as shade ranges, textured hair, dry shampoo and men's grooming; and reimagining product development, including an exclusive partnership with GlamSquad on product, hair, and make-up services as well as launching the Poparazzi and Goodline exclusive brands. She also spearheaded showcasing best of beauty in CVS #BeautyIRL (Beauty in Real Life) stores, which expanded and elevated beauty products and services in top doors. She strengthened "brand love" with bold actions such as introducing the Beauty Mark that celebrates digitally unaltered images; SPF-Yourself and the removal of anything less than SPF15 from shelves; and the expansion of assortment to thousands of clean beauty products in tandem with the removal of parabens, phthalates, and the most prevalent formaldehyde contributors from all CVS private label beauty products. To deepen engagement, in a trailblazing move for mass-market retail, she and her loyalty team personalized billions of consumer communications while keeping them consistent across channels. During her tenure, CVS Beauty has sustainably grown faster than its competition with accelerated sales growth on cvs.com and has doubled Beauty Club membership to nearly 30 million.

Inside CVS, Maly is a champion for diversity in leadership, people development, effective teaming, and data-based insight. Recognized with several CVS breakthrough awards, she is relied upon for bringing together different teams to imagine possibilities and manifest in them an obsession for consumer relevancy and step-change growth. She is known for leading with heart and courage and is honored to be a highly sought-after mentor to help shape the next generation of leaders.

Outside CVS, Maly was honored for her impact on the Beauty industry with an Achiever Award from Cosmetics Executive Women in 2020. She has been recognized by Diversity Inc as one of the "Women to Watch 2019." During her tenure, Fast Company awarded CVS "Most Innovative Beauty Companies 2019" — the first time in CVS history. Women's Wear Daily awarded CVS "Best Beauty Retailer of the Year 2018" and "Best Mass Hair Launch 2019" for #GSQxGlamSquad. Maly speaks on winning with consumers in the next decade and also serves on the Cosmetics Executive Women's Board.

Prior to joining CVS, Maly spent half a decade at McKinsey & Co. in Toronto, London, and Johannesburg. She was an Associate Principal in the Marketing & Sales practice focused on retail and consumer strategy, operations, M&A, and big-data analytics. Her passion for connecting with consumers shaped her work on "anytime, anyplace," "me-commerce," and "building excellent store teams" with clients around the world. She was recognized with the Marvin Bower award for "Excellence in Innovation" and completed the firm's two-year selective Global Rotation Program. Prior to McKinsey, Maly served as the Omni-Channel Director of the Non-Fiction buying team at Indigo Books & Music in Canada, where she bent the curve on sales by selling "hope through knowledge," focusing not just on the product you sell but the story you tell.

Maly received her MBA degree from the Harvard Business School and her HBA degree from the Richard Ivey School of Business where she graduated with distinction. She lives outside of Boston with her husband and two sons.