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Best practice strategies: Turning your ideas into global business

How do you launch a blockbuster product? How do you become the company that will put you out of business? Companies pride themselves on giving their customers what they ask for. Selling what the shopper wants, guarantee success: smarter phones, smarter cars, gluten-free products, e-cigarettes, bigger iPhones and smaller iPads. What is your most valuable resource? Time! How do you increase productivity and make more money with the time you have? In retail, it has been predicted that productivity will increase by one-third in developed economies and double in emerging economies between 2012-2025. Therefore, selecting the richest opportunities from a very long list of possibilities is critical. In this talk, the author, will share how a home-grown American retailer of branded skincare and cosmetics have identified with a wide range of shoppers. In just two years since its inception, Bea products are sold at prestigious plastic surgery and dermatology offices in the US; online on Amazon.com; IPO-giant Alibaba's Chinese e-commerce site Taobao.com and its US e-commerce site, 11main.com; and this year, Bea will launch on Japan's largest e-commerce platform. Successful entrepreneurs share their stories of how they launched and grew a company. In this talk the author will discuss Bea's strategy to globalization, the role of innovation in leadership and business, and the 3-pronged approach that Bea Skincare and Cosmetics used to engage multiple sales channels, how they work on breaking down language and cultural barriers, and how inexpensive customer input equals costly predictive analytics.

Biography

Liz Bardelas is Co-Founder and CEO of Bea Skincare and Cosmetics, a premium-brand New York-based family-owned company specializing in vitamin-based, anti-aging, pure-botanical skincare and cosmetics for normal to sensitive skins; founder of B2B Global Healthcare Group, a health care consulting and project management company; managing partner of California Vein and Vascular, a vascular surgery practice; and CEO of Pricepharmer, a pharmaceutical and drug store app that puts drugstores in front of consumers at the exact time they are looking for information about their prescription. She attended De La Salle University, Columbia University and Pepperdine University.

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