

Sue Remes Experience

Sue Remes has over two decades of experience as a successful executive in the beauty industry. Sue is the owner of Sue Remes Resources where she earned the reputation as a leading marketing and sales consultant, working with clients to define their significance in the marketplace and create scalable tools that translate key concepts and messages to customers.

Sue works inside organizations helping them to identify and maximize key points of difference. These defining values and principles are translated to sales people and ultimately, to customers. She spends her time where all the action happens – on the front lines – working with sales people and talking to customers, all in an effort to capitalize on the collective intelligence of the team. The end result is the creation of valuable programs, marketing strategies and sales processes that build the brand and create customer loyalty that translates to dollars.

For over two decades, Sue has presented keynote speeches, facilitated workshops and panel discussions to audiences worldwide. She has facilitated over 500 workshops for audiences ranging in size from 10 – 100 people and has presented to audiences of up to 2,500. Sue has given presentations throughout the USA and Canada and in Spain, Australia, Korea, Germany, Puerto Rico, the United Kingdom and Mexico.

Organizations include Wella Corporation, Clinique Cosmetics, Kiehl's Since 1851, Aveda Corporation, Frédéric Fekkai, Matrix, Regis Corporation, Lancôme, Sebastian International, Thymes, Profound Beauty, Graham Webb International, Murad, Kevin Murphy, Stivectin and The Body Shop. She has been a guest lecturer at Ryerson University Business School in Toronto, Ontario and The Matrix Academy and The Wella Academy both located in New York City. Sue has served as Master of Ceremonies for the largest trade shows in the beauty industry including Fuse NYC, The International Salon & Spa Expo, The Aveda Congress Festival and the International Chain Association Meeting.

Sue has shared retail insights and best practice advice as a monthly columnist for *American Salon*, the most respected publication in the professional beauty industry with a circulation of over 123,000 salon owners, partners, managers and beauty professionals. She has been a contributing columnist for *Stylist Magazine*, a monthly columnist for *The Graham Webb Salon Insider* and a contributing author to *The Woman's Leadership Channel* and is a guest contributor to Joe Calloway's best selling business book, *Becoming a Category of One*. Sue has appeared as an on-air guest for The Saturday Night Beauty Hour on QVC, a live television broadcast that reaches thousands of viewers in the United States. In 2005 Sue was voted one "Top 25 Women to Watch" by the Twin Cities Business Journal.

Prior to starting her consulting company, Sue worked for the Clinique division of Estée Lauder Companies as a Regional Training Manager and National Sales Manager for the Aveda Corporation. Sue also served as Vice President of Luxury for MARS Advertising, voted the "Best Shopper Marketing Agency" in North

America. MARS serves manufacturers who want to build brand equity, drive volume, enhance and expand brand presence and – perhaps most of all – utilize retailers more effectively. These work experiences, combined with her diverse background in consulting, have given her unique practical perspective and represent the foundations of her success.

Sue is a graduate of the University of Minnesota with a BA in Communications.

Professional Experience

1983 - 1990	Clinique Cosmetics	Regional Education Manager	New York
1990 - 1993	Aveda Corporation	National Sales Manager	Minneapolis
2010 – 2011	MARS Advertising	Vice President Luxury	Minneapolis
1994 – Current	Sue Remes Resources	Owner	Minneapolis

Other Experiences and Affiliations

Monthly Columnist	American Salon Magazine
Guest Columnist	Stylist Magazine
Guest Columnist	Graham Webb Salon Insider Magazine
Guest Contributor	Bestselling book <i>Becoming a Category of One</i>
Guest Contributor	The Women's Leadership Channel
Guest Contributor	Milady Education Systems
Named one of the 'Top 25 Women to Watch' 2005	Twin Cities Business Journal
Board of Directors – The Playwrights' Center	Minneapolis, MN
Founder – The Smart Women Business Group	Minneapolis, MN