



## Benefit Names Christie Fleischer as CEO

By Alexa Tietjen

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[Benefit](#) Cosmetics has named a new chief executive officer.

The makeup brand announced today that it has appointed Christie Fleischer as ceo. Fleischer was previously the head of global consumer products at Netflix, overseeing retail and licensee partnerships, publishing, interactive games, merchandising and experiential events. At [Benefit](#), she will report to Chris de Lapuente, chairman and ceo of LVMH's perfumes and cosmetics division.

In a statement, de Lapuente called Fleischer a "natural leader with great energy, passion and a genuine willingness to build great partnerships across the business and organization."

"She has a broad and diverse range of assignments and tremendous leadership experience both from Netflix and Disney," he said of Fleischer. "I am certain that she will be a fantastic match with the Benefit culture and will lead the brand to even greater heights."

Prior to her role at Netflix, Fleischer spent 11 years at the Walt Disney Company, where she served as the head of merchandise for parks, experiences and consumer products.

"I am incredibly excited to join Benefit, a strong global brand with quality products and services and a unique positioning that remains connected to its origin while being relevant today," said Fleischer in a statement. "I look forward to working with the team to continue to innovate in this dynamic industry while showing that laughter is the best cosmetic."