



Glamsquad Hires New CMO

By Happi Staff

October 3, 2019

[Glamsquad](#), the omni-channel beauty brand and on-demand service app, has hired Regina Baptista as chief marketing officer to help oversee the rapidly growing company, which now services eight cities nationwide and recently introduced a collection of makeup and hairstyling products.

Baptista joins Glamsquad from IT Cosmetics, where she led all creative and brand initiatives as SVP of global marketing & innovation. She was with the company since 2012 and played a critical role in taking the beauty company from a cult-favorite brand with a handful of team members to one of the fastest growing, top-selling prestige beauty brands in under three years. Baptista helped IT Cosmetics transform from QVC's bestselling brand into a major player at brick and mortar outlets, Sephora and Ulta.

On joining the C-Suite at Glamsquad, Baptista commented, "I have always admired Glamsquad's ethos, including the creative culture, disruptive business model and the innovative technology-driven heritage of the brand. These core values are what make Glamsquad unique in the beauty space, and I am thrilled to join Amy and the team with the important task to increase brand awareness, amplify our services offerings, and deliver a bold, new and exciting point of view on product to our consumers nationwide."

Baptista started her marketing career 15 years ago at [L'Oréal](#) working on both the Redken and Matrix brands, and also assisted in the launch of several successful indie brands including GoSmile and Temptu Makeup.