

Biography:

Amy Marshall is a respected cosmetics industry professional with more than 34 years of experience spanning product development, sales, marketing, and business development. She began her career as a cosmetic formulating chemist before transitioning into sales, where she trained new sales representatives and developed strategies to expand markets throughout the Americas. Amy held positions at Cardre Inc., and Presperse Inc., building strong color cosmetics portfolios and helping bring innovative, trend-driven products to markets around the world. Since joining ECKART in 2007, she has served as Head of Sales, expanding her responsibilities to include marketing technical services, market development, and strategic sales leadership.

As a dedicated SCC volunteer and leader, Amy was among the first recipients of the SCC Marketing Fellow designation in 2015. She has served as National Secretary, Area I Director, and NYSCC Chapter Chair. She currently serves as Area I Director. Amy earned her Master's degree in Cosmetic Science from Fairleigh Dickinson University.

Candidate Statement – Vice President Elect:

During my 30+ years with the SCC, I have witnessed our evolution from small, isolated chapters into an interconnected society that serves as a vital educational, social, and professional resource for members across the country and around the world. While we have achieved tremendous growth and success, there are still additional meaningful opportunities to further enhance the SCC experience for every member and at every stage of their careers.

SCC has both an opportunity and a responsibility to support members throughout their professional journey, from students and early-career professionals seeking mentorship, to mid-career members developing leadership skills, to experienced professionals sharing their expertise.

One of my key goals is the creation of an Emeritus Chapter within the SCC. Emeritus members represent a wealth of institutional knowledge that should be preserved and shared. Many of us have benefited from the guidance of experienced professionals who taught us not only the

science and business of our industry, but also the leadership skills, and practical insights that cannot be learned in a classroom. They are the bridge for relationships and the ladder to growth and advancement. An emeritus chapter would create a formalized opportunity for mentorship, knowledge-sharing, and continued engagement. Just as a young chemist can benefit from the guidance of a seasoned professional, so too can new chapter leaders, directors, and national officers benefit from an emeritus mentor.

From increasing online learning opportunities, to encouraging cross-functional training initiatives, to expanding certificate-oriented programs, we can provide expanded educational opportunities for our membership. The SCC should embrace emerging technologies and industry trends to provide relevant, forward-thinking education that prepares our members for the future. Broadening our educational offerings will help ensure our members remain informed, competitive, and positioned for success in a rapidly changing industry.

The national organization can and should play a greater role in supporting local chapters while respecting their autonomy. As Area I Director, I developed the Area I Educational Seminar, which brought together four chapters to collaborate, network, and learn from one another. This experience of co-sponsored events strengthened multi-chapter collaboration, provided broader professional development opportunities, and fostered a stronger sense of community.

To support our continued growth, SCC must also invest in its infrastructure. Developing our digital platforms and creating digital conversation spaces for chapter leaders and members will help members stay connected. Enhancing the national calendar will allow chapters to better coordinate events to avoid scheduling conflicts that often result in reduced event participation. Strong infrastructure is essential to delivering seamless and engaging member experience.

As Head of Sales, I have worked with companies ranging from startups to some of the industry's largest organizations. I have learned that the diversity of perspectives, backgrounds, and expertise within our membership is SCC's greatest strength, and we must continue to create

opportunities to leverage it. I would be honored to serve as Vice President Elect and contribute my experience, leadership, and commitment to SCC.