



Get to Know Carrie Strom, President, Global Allergan Aesthetics & Senior Vice President, AbbVie

Carrie Strom, the first woman to rise to the rank of President, Global Allergan Aesthetics, is also a Senior Vice President at AbbVie. The trajectory of her impressive career makes her an important role model for so many women in the aesthetics industry worldwide.

Prior to joining AbbVie, Carrie served as Senior Vice President of US Medical Aesthetics at Allergan beginning in May 2018, overseeing the aesthetic portfolio for the multi-billion dollar US business that includes Botox Cosmetic (onabotulinumtoxinA), the Juvéderm Collection of Fillers, Kybella (deoxycholic acid injection 10 mg/mL), CoolSculpting, CoolTone, SkinMedica, and Latisse (bimatoprost ophthalmic solution) 0.03%, among other brands.

Previously, Carrie was Vice President of Marketing, Plastic Surgery and Regenerative Medicine at Allergan from June 2016. In 2017 her category experienced a record-high growth rate, and she was instrumental in the \$2.8B acquisition and integration of LifeCell. Prior to that, Carrie led SkinMedica Marketing from 2014 and worked on Botox (onabotulinum-

# WOMEN IN AESTHETICS

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toxinA) at Allergan from 2011. Before Allergan, Carrie spent more than 10 years at Pfizer, where she led marketing for Lipitor and held various other sales and marketing roles.

Carrie received a BA in Communications from the University of Colorado, Boulder. She is an advocate for women in business and is actively involved with the Girls Inc. organization. She serves on the board of directors for Susan G. Komen of Orange County, CA.

## WL: WHO WERE SOME OF YOUR MENTORS THROUGHOUT YOUR CAREER?

**Carrie:** Mentors come in many different forms throughout our lives. Sometimes they are inspirational CEOs, or a great boss you had years ago who keeps looking out for you. Other times they are a tight group of people who keep you motivated and sane. In my case I have been very fortunate to have had all three.

## WL: HOW DID YOU GET YOUR START IN THE AESTHETICS FIELD?

**Carrie:** All 20 years of my career have been in healthcare. The first 15 years focused on therapeutic areas like cardiovascular disease and urology, and I was passionate about being a part of solutions for these devastating conditions. I started my career at Allergan working on Botox for therapeutic use, and this is when I fell in love with the Botox molecule and what it can do for people. Botox led me to the dynamic aesthetics market, which is the unique intersection of cutting-edge science with beauty and business. I saw firsthand the impact of aesthetics treatments on improving peoples' confidence and making people look and feel their best. Unlike any other time in my career, I am the target consumer, along with my

mom, my best friend, and my neighbor. Aesthetics is for everyone, and our team has the unbelievable opportunity to bring these clinically proven innovative treatments to the market.

## WL: WHAT ADVICE DO YOU HAVE FOR FEMALE RISING STARS IN THIS INDUSTRY?

**Carrie:** Aesthetics is for everyone, but right now the vast majority of consumers are women—so who better than women to lead this industry?

Here is my advice. Trust your instincts. You are a woman in aesthetics, and this gives you an edge! Trust your gut with product development and marketing. Ask yourself, is this what I want for myself, my mom, my best friend? Find your tribe, either friends who have your back, or a significant other who is rooting for you more than anyone else. You need people who are truly supporting your success, not just tolerating it.

Diversity makes for better business. In the case of gender, it's not about women vs. men; it's about women and men supporting each other.

## WL: HOW WOULD YOUR COLLEAGUES DESCRIBE YOUR MANAGEMENT STYLE?

**Carrie:** I think they would say that I am competitive about getting ahead while getting along. They may also say I am authentic and transparent, and I like to grow inclusive teams with no information hoarding. I also hope they would add that I strive to be balanced. I work hard and play hard.

## WL: SHARE A QUOTE THAT BEST DESCRIBES YOUR PHILOSOPHY (MORE THAN ONE IS FINE).

**Carrie:** I think the quote that resonates most with me is from Coco Chanel, who said, "Keep your heels, head, and standards high." ■