



NEWS RELEASE

SharkNinja Appoints Kleona Mack as Shark Beauty™ Chief Marketing Officer

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Veteran beauty executive joins the company to accelerate bold, consumer-obsessed marketing strategy for Shark Beauty™

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, announced it has appointed Kleona Mack as Chief Marketing Officer of Shark Beauty™. Mack, a seasoned marketing executive with more than 15 years of experience in the beauty and fashion industry, most recently served as CMO at Glossier and previously held several leadership roles at L'Oréal.

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Mack will lead all marketing for Shark's innovative hair care and

skincare tools portfolio, reporting directly to Neil Shah, Chief Commercial Officer.

"Kleona is a consumer-obsessed marketer—she puts the consumer at the center of everything she creates," said Shah. "Her ability to translate real-time consumer feedback into product innovation and compelling brand moments, paired with her strategic use of social platforms and powerful partnerships, has transformed how beauty brands show up in culture. She brings a uniquely innovative approach to marketing—constantly pushing boundaries, testing new formats, and turning emerging trends into lasting brand impact."

As CMO, Mack will champion the growth of the Shark Beauty business, collaborate with product design and engineering to provide input on the product roadmap, and ensure that the voice of the consumer is consistently injected into marketing.

“I’m thrilled to join the SharkNinja team at such a pivotal point in the brand’s journey,” said Mack. “Shark is redefining the beauty category – not just with groundbreaking, high-performance devices, but with a bold, consumer-first approach that’s setting a new standard for how brands engage with consumers. There’s an incredible energy here, driven by innovation, and a deep understanding of what today’s consumers truly want.”

Mack joined Glossier in 2021 and played a pivotal role in shaping the brand’s direction. This included expanding Glossier from a direct-to-consumer brand to launching retail partnerships with Sephora and Space NK, and influencing Glossier’s product line, including the relaunch of the brand’s beloved Balm Dotcom lip balm and driving success of the brand’s viral fragrance, Glossier You. Mack played a key role in forging groundbreaking partnerships, championing Glossier as the first-ever beauty brand to partner with the WNBA and the 2024 USA Women’s Basketball team for the Olympics, as well as signing Olivia Rodrigo as the first celebrity ambassador of the brand, and launching the brand’s first-ever product collaboration, Swiss Miss Balm Dotcom. She also led the evolution of Glossier’s social strategy, shifting its focus from an Instagram-first approach to driving product virality and cultural relevance on TikTok.

Before her tenure at Glossier, Mack spent seven years at L’Oréal, where she held various leadership roles, including Vice President, CMO Strategic Projects. She also contributed to the growth of Tarte Cosmetics and worked in merchandise planning and analytics at L Brands.

Mack’s innovative approach to marketing and brand development has earned her recognition as an Ad Age Breakout Brand Leader, Business Insider CMO to Watch, Glossy 50 Groundbreaker, and inclusion on the Campaign US CMO 50 list.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people’s lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company’s products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit SharkNinja.com.

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