

Esprit M. Smith



CONTACT

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Los Angeles, CA
[LinkedIn Profile](#)

EDUCATION

University of California,
Berkeley,
Executive Education
Venture Capital

Howard University
MBA, Marketing

University of Washington,
BBA, Finance

SUMMARY

Esprit Smith is a Marketing and Commercial Growth Executive with 20 years of experience driving business and brand transformation at the intersection of digital innovation, consumer engagement, and commercial strategy. With a track record of revitalizing legacy brands and scaling high-growth ventures, Esprit brings a rare combination of Fortune 10 leadership and entrepreneurial execution. Her expertise spans omnichannel commerce, DTC acceleration, and brand turnarounds across beauty, health, wellness, food, and consumer tech industries.

Esprit's experience includes P&L ownership, building go-to-market engines, modernizing marketing technology infrastructure, and leading e-commerce expansion into over 90 international markets. She brings strategic fluency in helping organizations navigate inflection points, from post-acquisition integration and brand repositioning to digital maturity and community-led growth. Her leadership is grounded in cross-sector insight, consumer empathy, and a commitment to inclusive innovation.

BOARD VALUE PROPOSITION

- Commercial strategist with deep expertise in e-commerce, digital transformation, and customer lifecycle growth.
- Experienced in advising founders, C-Suite Executives, and Board of Directors through periods of high-stakes growth and change.
- Brings a culturally competent perspective to brand building, stakeholder engagement, and governance.

EXPERTISE & ACCOMPLISHMENTS

- **Navigating Market Volatility and Geopolitical Uncertainty:** Led global Direct to Consumer and e-commerce expansion of Louis Vuitton Moët Hennessy beauty portfolio, achieving +270% YoY growth across 90+ markets.
- **M&A Integration:** Developed turnaround playbooks and drove 25–90% revenue lifts across ten lowest performing Teamshares portfolio companies.
- **Integration of AI and Technology in Strategic Growth Playbook:** Modernized Neutrogena's marketing technology stack, improving digital discoverability (+24% organic search) and reducing CPA by 25%.
- **Driving Digital Transformation and E-commerce Growth:** Built Walmart's first digital campaign targeting underserved, high-LTV consumer segments, improving retention by 10%.

BOARD EXPERIENCE

- Co-opportunity Market (Private, For-profit organization)
Member, Board of Directors – 2024 – Present
Finance & Community Engagement Committees
- Howard University (Non-profit organization)
Member, Board of Advisors – 2025 – Present
- Urban League of Metropolitan Seattle (Non-profit organization)
Member, Board of Directors - 2007 – 2010

PROFESSIONAL EXPERIENCE

- **TEAMSHARES, INC. – Los Angeles, CA | 2022 – Present**
Operating Partner, Vice President Marketing & Commercial Growth
Portfolio CMO across 80+ employee-owned businesses in CPG, retail, and services.
Led strategic growth, turnaround, and commercialization initiatives.
- **LOUIS VUITTON MOET HENNESSY – Los Angeles, CA | 2020 – 2022**
Director, E-Commerce & Digital
Scaled DTC and e-retail for Fenty Beauty, Skin, and Fragrance. Launched in 90+ markets. Led lifecycle marketing, logistics, and data strategy.
- **JOHNSON & JOHNSON – Los Angeles, CA | 2018 – 2020**
Brand Manager, DTC & Digital Innovation
Drove innovation for Neutrogena, led content platforms, new product launches, and martech transformation.
- **AMAZON – Los Angeles, CA | 2016 – 2018**
Senior Manager, Product Marketing
Revitalized Amazon Prime in Canada through new subscription offerings and improved customer retention strategies.
- **WALMART – San Bruno, CA | 2014–2016**
Manager, Category & Campaign Marketing
Developed digital campaigns for high-growth categories and led strategy for underserved consumer segments.
- **NORDSTROM – Seattle, WA | 2005–2013**
Various roles in Merchandising, Sales, and Consumer Insights
Drove significant business growth and innovation for a legacy retail brand, rapidly losing market share to specialty beauty retailers on the rise.

PROFESSIONAL DEVELOPMENT

- National Black MBA Association: A leading organization supporting the advancement of professionals through education and leadership development
- Women In Retail Leadership Council: An exclusive community for senior women in retail and consumer brands focused on executive growth, innovation, and peer connection.
- NextUp: A professional development organization advancing gender equity by developing women leaders across retail and consumer goods industries.

OTHER PROFESSIONAL SERVICE AND SELECT AWARDS

- Leadership Excellence Award: Neutrogena (2019)
- Business Innovation Award | Neutrogena (2018)
- Featured in Fast Company for Community Store marketing innovations at Starbucks
- Omnichannel Excellence Award | Walmart Global E-commerce (2015)
- Marketing Innovation Award | Walmart Global E-commerce (2014)