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New MD at L'Oreal Malaysia

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ANDREW Stanleick has assumed the role of managing director of L'Oreal Malaysia as of last month, replacing Jean-François Couve, who is now general manager of the French beauty conglomerate's Asean consumer products division in Bangkok.

Originally from the UK, Stanleick joined L'Oreal UK nine years ago. Following various roles in the company's UK, Russia and Poland offices, he returned to the UK where he worked as GM of the L'Oreal Paris brand.

In an email interview on July 1, Stanleick expressed excitement over his first Asian posting in the L'Oreal group. "There are huge opportunities in this dynamic region. While the specifics of the market here are very different from previous countries where I have worked with L'Oreal, the business model remains the same."

According to him, Asean is one of the fastest-growing regions for

L'Oreal. "There is huge potential in Malaysia due to its unique multicultural diversity, a young and sophisticated consumer, and a large local talent pool of highly skilled employees," he said.

L'Oreal Malaysia, established for more than 15 years, represents a portfolio of 15 international brands that include Biotherm, Maybelline and Garnier.

Stanleick's priorities include making the company an employer of choice, offering a career path with international exposure. He also plans to continue the company's corporate social responsibility activities, such as the launch of KISS (Keep in School Scheme) last month.

KISS, a collaboration with the Malaysia AIDS Foundation, was set up as part of L'Oreal's centenary anniversary, during which the company launched 100 generosity projects in 100 countries. The programme aims to help finance 100 children affected by AIDS/HIV through their secondary education.



L'Oreal Malaysia is Stanleick's first Asian posting within the group. Photo by L'Oreal Malaysia