

Vivian Behrens (Joined September 2011)

With more than 30 years in both the cosmetic and specialty store retail business, Vivian Behrens began her career at Estee Lauder where she spent 10 years as Vice President of Corporate Product Development for the Estee Lauder Companies and five years as Vice President Marketing for the Estee Lauder brand. It is with Estee Lauder that she learned the fundamentals and imperative disciplines of branding which contribute to her continued success.

Following Lauder, Ms. Behrens spearheaded the marketing and branding initiatives at various specialty stores, most notably Lane Bryant, then a division of The Limited, Inc. Expanding her experience within the cosmetic industry, she spent time at Avon Products, Inc. as Group Vice President of Marketing for the U.S. and then boom! Creative Development. Ms. Behrens served on the Board of Directors for dressbarn prior to joining them in 2002 as Executive Vice President and Chief Marketing Officer charged with defining and communicating the personality and voice of the dressbarn brand.

In 2005, with the acquisition of Maurices, she augmented her role, overseeing the Maurices brand as well. In her position at each company, her beliefs in women, their empowerment, and their wellness have been of paramount importance. Ms. Behrens has taken numerous national Cause-Related Marketing Programs to the local level including American Cancer Society's Relay For Life, Breast Cancer Awareness, and Dress for Success' SOS – Send One Suit - Week. These cause-related initiatives continue to enhance the relevance of dressbarn and Maurices in the communities in which they serve.

Ms. Behrens received a B.A. in English from Ohio State University and an MBA from New York University's Stern School of Business.