



## THE MID LEVEL

UKACHI ANONYUO, 35  
DIRECTOR OF CLINIQUE GLOBAL  
PACKAGE DEVELOPMENT  
ESTÉE LAUDER COMPANIES

**W**ith a background in engineering and a love for project management, Anonyuo has used her skills to springboard into the beauty industry. In her role she manages the launch of dozens of makeup and fragrance products—including Clinique’s best-selling scent, Happy—ensuring that products are developed, packaged and distributed to customers in a timely manner. Before joining Clinique, New York-based Anonyuo oversaw product launches for Avon Products, Sally Hansen and Orajel brands. As an executive board member for the Institute of Packaging Professionals and a general board member for the Cosmetic Industry Buyers and Suppliers, Anonyuo is making herself a powerhouse in her field.

### ANONYUO’S TOP TIPS FOR CLIMBING THE RANKS

**Develop your personal brand.** If someone mentions your name, they instantly visualize who you are. So whatever the setting, people know that I’m going to maintain my professionalism and that I won’t act



Anonyuo develops relationships across all levels.

out of character. Whether I’m buying lunch or traveling outside the country, I represent myself with pride and confidence.

**Know how to find the right answer.** I may work in package development, but if you ask me a communications question, I know who to speak with to get the appropriate answer. Establish key relationships so that you can gather the necessary information when you need it.

**Nurture all relationships.** I’ve established relationships with people at every level of their career. Am I going to get along with everyone? Not necessarily. But you’ll never see that materialize in a group setting. And don’t burn bridges. You never know where someone’s going to end up.

**Make your contributions count.** Get involved and give back. I enjoy learning about other aspects of the business because it’s not only about what I do, it’s also about the brand as a whole.

**Use mentorship as a stepping-stone.** I have mentors who are White, Black, male, female—

from all levels—because sometimes you need an outside perspective. I have a packaging mentor, I have a marketing mentor, I have a CEO mentor, and I’m a mentor myself. **Be strategic.** This is my career; it’s not my job. I am very passionate about what I do, so I view every position as a growth opportunity. I look at the end goal and think, *How can I grow from this position?*

### DRESS FOR SUCCESS

“First impressions are key,” says Anonyuo. “Dress for the job you want, not for the job you have, because you want people to start envisioning you in that elevated role and feeling that you represent the company. When I was growing up, my parents taught me to dress for success no matter what position you have because you never know who is watching and where it may lead.”