



MEET
**AMANDA
BALDWIN**

CEO, Supergoop!

Amanda Baldwin is the CEO of Supergoop!, the first protective skincare brand that puts SPF at the forefront. The brand's mission is to change the way the world thinks about sunscreen through its clean, feel-good, highly innovative formulas that are fun and easy to use daily—not to mention superpowered to shield your skin from the full spectrum of light and other aggressors. Amanda oversees the entirety of the organization, setting its strategy for growth, building a world class team and leading the company's marketing, sales, product development, operations and finance divisions. Under her leadership for the past five years, the company has grown over 20x and become highly profitable.

Amanda is a veteran of the beauty industry, and before joining Supergoop!, she was a member of the operating team at L Catterton, the largest global consumer-focused investment fund, collaborating with management teams across the portfolio with a particular focus on the beauty sector. Prior to L Catterton, she led the omnichannel marketing strategy of Dior Beauty at LVMH, Inc. and held several positions at Clinique, a part of The Estee Lauder Companies. Her career began in finance as a private equity investor at Apax Partners and an investment banking analyst at Goldman, Sachs & Co.

Amanda earned an A.B. magna cum laude Phi Beta Kappa from Harvard College and an M.B.A. with honors from The Wharton School of The University of Pennsylvania, where she was a Palmer Scholar. She is also a graduate of the Aspen Seminar. She served as the Vice Chair of Board of Directors for the Books for Kids Foundation and is a member of YPO Manhattan, Harvard Women's Initiative, Wharton Women in Leadership and the Baker Retailing Center Directors' Council. She was recently named one of the top 25 Women in Consumer HealthTech and a Woman of Influence by the New York Business Journal. She lives in Manhattan with her husband and seven-year-old son.

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