

Influential Women Highlights Alexis Tobin Adams: Driving Beauty Innovation Through Consumer Insight And Leadership

HOBOKEN, NY, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Marketing and Innovation Leader Combines Nearly Two Decades of Industry Experience With a Passion for Breakthrough Products, Meaningful Growth, and Empowering Others

New York, New York — Alexis Tobin Adams, a seasoned marketing and innovation executive, has officially been named Associate Director of the Dove Men Deodorant vertical. Alexis is an accomplished marketing and innovation leader with almost 20 years of experience driving growth across the beauty and consumer packaged goods industry. Recognized for her ability to connect consumer needs with breakthrough ideas, Alexis brings together deep consumer insight, strategic thinking, product development expertise, and a passion for creating meaningful solutions that resonate with people.



Throughout her career, Alexis has built a reputation for turning emerging consumer insights and market opportunities into innovative products and strategies. Her work has spanned some of the industry's most recognized organizations and brands, giving her a broad perspective on fragrance, beauty, personal care, wellness, and purpose-driven consumer products.

Most recently, Alexis served as Associate Director of the Breakthrough Innovation Group (BIG) at Unilever, where she combined a startup mindset with the resources and scale of a global enterprise. In this role, she focused on bringing disruptive products to market with speed, precision, and a clear understanding of consumer needs.

Her career includes significant leadership and innovation work across several iconic portfolios. At Coty, Alexis spearheaded global fragrance development for brands including GUESS and Nautica, developing strategies and products designed to connect with consumers across markets. She later championed purpose-driven growth at Sundial Brands, working with SheaMoisture and Nubian Heritage and deepening her understanding of the relationship between consumer products, culture, purpose, and impact.

Alexis has also played a key role in expanding the OLLY vitamin brand into personal care. Her ability to move quickly from concept to execution was demonstrated through the launch of 18 SKUs from concept to market in just 12 months. The achievement earned her recognition through Beauty Inc's Innovation Achievers Award, highlighting her ability to successfully navigate complex innovation processes while maintaining momentum and focus.

Building on her proven track record of driving brand vitality and portfolio growth, Alexis has recently stepped into her new role leading the Dove Men Deodorant vertical. In this position, she will leverage her deep expertise in consumer insights and purpose-driven strategy to champion the brand's next era of innovation and growth.

At the center of Alexis' approach is a genuine curiosity about people. She is passionate about uncovering insights, understanding what consumers need and want, and translating those discoveries into solutions that can make a meaningful difference. Her experience has reinforced her belief that successful innovation requires more than simply creating something new—it requires understanding why the idea matters and ensuring it delivers value to the people it is intended to serve.

Alexis' interest in product development began early. During high school, she interned at Estée Lauder and spent summers working in laboratories alongside chemists. The experience introduced her to the science and creativity involved in developing beauty products and sparked her fascination with product creation.

While she was captivated by the chemistry taking place in the laboratory, Alexis soon recognized that her greatest passion was the strategy behind the products. She became particularly interested in tracking trends, exploring textures, understanding consumers, and writing briefs that could translate an idea into a tangible product. That early exposure gave her a valuable seat at the table and played a meaningful role in shaping the interests and passions that would ultimately guide her career in beauty marketing and product development.

Alexis attributes much of her success to her parents and to the leaders who influenced her throughout her career. She credits excellent leaders with showing her what effective leadership looks like, while also recognizing that less effective leaders provided equally valuable lessons by demonstrating what not to do.

Those experiences helped shape her own philosophy of leadership, particularly her belief in

authenticity. One of the most important pieces of career advice Alexis received was to always lead as her authentic self.

Early in her career, she was told that she was too nice and did not fit the traditional beauty industry mold. Rather than allowing that assessment to define her, Alexis chose to lead with authenticity, kindness, and conviction. Over time, she demonstrated that kindness and strength can coexist and that authenticity can be a genuine leadership advantage.

For Alexis, authentic leadership builds trust, strengthens teams, and creates space for others to grow. Especially within a female-led industry, she believes leadership should be about lifting others up rather than holding them back. The best leaders, in her view, do not diminish others; they create space for people to rise.

Another piece of advice that has remained central to Alexis' leadership philosophy is to never be afraid to hire people who are smarter than you. She believes real leadership is not about protecting one's position but about raising the level of the entire team.

The strongest teams, she believes, are built with individuals who bring expertise and perspectives beyond those of their leader. Every time Alexis has approached hiring this way, she has found that it elevated the work, expanded her perspective, challenged her thinking, and ultimately made her a better leader.

"Great leadership isn't about being the smartest person in the room; it's about building a team that makes the room smarter," reflects Alexis.

She has found that the most effective leaders surround themselves with people who challenge their thinking, expose blind spots, and contribute strengths they may not personally possess. Rather than viewing that dynamic as a threat, Alexis sees it as an essential part of effective leadership.

Her leadership philosophy is closely connected to the values that guide her professional and personal life: empathy, purpose, respect, and balance.

In her personal life, family remains central. Alexis takes great pride in watching her two children grow with resilience and values the experiences and relationships that come with being present for them. Her commitment to family has also reinforced her understanding of the importance of balance and making space for the people and priorities that matter most.

Professionally, her values are reflected in her commitment to purposeful work and equity, shaped in part by her experience with SheaMoisture. She believes that businesses and leaders have an opportunity to create meaningful impact while delivering strong results.

Alexis has also learned that balance is essential to sustainable leadership. She believes that

filling her own cup is necessary if she wants to continue leading, giving, and showing up well for others. Maintaining that balance allows her to approach her work with greater clarity, energy, and purpose.

At the heart of her philosophy is a simple but powerful belief: people should be treated with dignity, and there should always be opportunities to lift others up.

With nearly two decades of experience spanning beauty, consumer packaged goods, fragrance, wellness, and personal care, Alexis Tobin Adams continues to bring a distinctive combination of consumer insight, innovation expertise, strategic thinking, and people-centered leadership to the industry. Her career reflects not only a record of successful product development and growth, but also a commitment to authentic leadership, meaningful innovation, and creating space for others to succeed.

Learn More about Alexis Tobin Adams:

Through her Influential Women profile: <https://influentialwomen.com/connect/Alexis-Adams>

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