

Esther Uhalte Cisneros

Executive Director, Global eCommerce
Bobbi Brown Cosmetics

Esther Uhalte Cisneros is a multi-cultural digital marketing professional with 20 years of global experience within advertising sales, media agency, and marketer roles. She currently works at The Estee Lauder Companies in New York. She spent 7 years at the Estee Lauder brand driving global consumer marketing strategy across touchpoints in partnership with key markets around the world. Last December, she joined the global eCommerce team at Bobbi Brown Cosmetics, also part of The Estee Lauder Companies, to support eCommerce acceleration.

Prior to The Estee Lauder Companies, Esther worked at the media agencies MEC and Mindshare, which are part of GroupM, the world's leading media investment company, and sales at the American television and media conglomerate Turner Broadcasting system, representing all CNN properties globally.

Esther holds a Certificate in Omnichannel Marketing from the Fashion Institute of Technology in New York and a Master in Marketing by the Sorbonne Business School in Paris.