

ADOREBEAUTY

MEDIA RELEASE

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Adore Beauty appoints Tennealle O'Shannessy as new CEO

Kate Morris, Adore Beauty's Executive Director, welcomes to the Adore Beauty team Tennealle O'Shannessy, who commenced in the role of Chief Executive Officer on 24 August 2020.

Tennealle brings to Adore Beauty, over 20 years of professional experience with demonstrated expertise in business operations, strategy, leadership and business transformation across a number of industries. Tennealle joins the company from SEEK, a leader in online employment marketplaces where she most recently held the role of Managing Director - Americas. In this position Tennealle led the emerging Americas portfolio, working closely with locally based CEOs to drive strategy and the evolution of SEEK's business model within each market.

Prior to this role Tennealle held a number of strategy focused positions at SEEK including the start up and scale of Online Education Services, a public-private partnership between SEEK and Swinburne University which was awarded the 2015 BRW Fast 100 winner. Previously she was a consultant with global tier-one management consulting firm, A.T. Kearney focusing on strategic and operational CEO-agenda issues. In this role she led a number of business transformation projects across a range of industries.

James Height, Adore Beauty's co-founder, will transition from the role of CEO to Executive Director and continue to serve as a board member. Co-founder Kate Morris who formerly held the CEO role jointly with James, moved to an Executive Director role in January 2018. Kate Morris will remain the public face and, together with James, a driving force of Adore Beauty.

Kate Morris said: "We are thrilled to welcome Tennealle to the Adore Beauty team. Tennealle's outstanding achievements throughout her career, in particular her track record in working with founders of digital businesses to drive innovation and growth were highly appealing. However, her values led approach was a defining attribute for us. We have built Adore Beauty on the foundation of integrity and trust, establishing a culture than has our customer at the centre of everything we do. We felt that Tennealle clearly shared our values and would absolutely be the right person to come onboard as our new CEO. I am looking forward to working closely with her."

Justin Ryan, Chairman of Adore Beauty, added: "We feel very fortunate to have Tennealle join the business. Her deep expertise, business acumen and strong track record in executive roles, particularly in high growth sectors, adds further strength to the Adore Beauty team, enhancing capability to deliver the company's future growth potential."

James Height added: "Kate and I have worked closely with Tennealle over the last few months to ensure a smooth transition of the CEO role. Having built this business from the ground up over a 20-year period, our commitment to supporting the future success of Adore Beauty is unwavering. We are looking forward to working together to deliver great outcomes for our loyal and passionate customers into the future."

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Tennealle O'Shannessey said: "I have admired Adore Beauty as a disruptive digital business and have been impressed by Kate and James' focus on values, execution and continuous innovation. They have built an incredible business that implicitly understands their customers' needs in a unique and personal way. Adore Beauty, with its market leading position and strong brand voice, is well placed for its next phase of growth, and I am excited to be a part of this journey."

Tennealle is an Australian Institute of Company Directors graduate and holds a Master of Business Administration (Deans List Honours) from the Melbourne Business School as well as a Bachelor of Laws (Honours) and Bachelor of Business (Management) from Monash University.

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