

Tracy Kline leads Merchandising, Marketing, and Digital strategy for the omni-channel beauty retailer. She joined Bluemercury in 2016 as Vice President Merchandising and Supply Chain, and was responsible for driving product differentiation, continued category growth, and overseeing the launch of the brand's Conscious Beauty platform. In her role as Senior Vice President, she has added marketing, public relations, and digital to her leadership portfolio. Prior to Bluemercury, Kline held roles as the Senior Director of Merchandise Planning and Analysis for World Duty Free Group and The Gucci Group for the last 15 years. She has a BA in Finance from Providence College, and resides in Chevy Chase, Maryland with her husband and two children.