



16 years in Consumer-Driven Brands
and Retailers

4 Years in Management Consulting

Areas of Expertise:

General Management, Finance,
Strategy & Operations, Consumer
Brands & Retail, Beauty

Her Practice: Lindsay Alexander is a Vice President focusing on high-level search assignments across consumer products and retail. She brings experience across consumer-driven brands and retailers, specifically in the areas of general management, finance, strategy, digital, and operations. Lindsay has partnered with senior leaders to transform functions as well as stand up new capabilities.

Her Background: Lindsay brings more than 20 years' experience in the consumer/retail industry to Herbert Mines Associates. She joined the firm from the Estée Lauder Companies where she worked closely with senior leadership to set and accelerate the agenda for the brand portfolio to deliver results.

Prior to Estée Lauder, Lindsay held business development and operations roles at consumer-facing startups in the multi-unit food & consumables and the health & wellness sectors. Earlier in her career she was a key member of the Strategic Planning Group at American Express and was a strategy and operations consultant for the global management consulting firm Kearney.

Lindsay received an MBA from Columbia Business School and a BA in economics from Northwestern University. She currently resides in Connecticut with her husband and two children.