

Valtech *

MAYBELLINE
NEW YORK

Global Multi-Brand Digital Experience Modernization

Senior Product Manager and
Sitecore Product Owner

Enterprise CMS Transformation
across Beauty and Luxury

Americas • APAC • EMEA

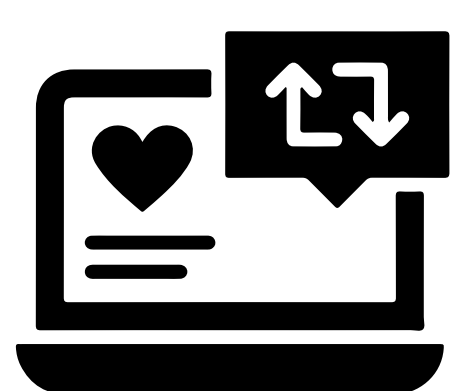
Valtech Portfolio: L'Oréal Group, Maybelline, and
Mandarin Oriental



EXECUTIVE SUMMARY

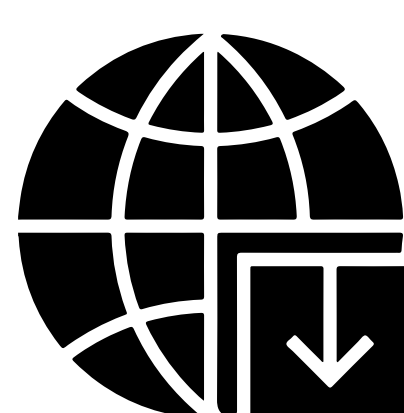
Valtech engaged me as a Senior Product Manager to modernize digital platforms across six global brands in beauty, skincare, and luxury hospitality. I led multi-region delivery, shaped roadmap strategy, redesigned core customer journeys, and directed a full modernization of a large Sitecore 10.1 ecosystem. This included a complete rebuild of the Maybelline Foundation Finder, one of the most heavily used product-discovery journeys in the L'Oréal portfolio, and a global relaunch of Mandarin Oriental's digital footprint spanning thirty-eight hotels and eleven residences. This transformation improved global consistency, accelerated delivery cycles, and enabled international teams to launch personalized user experiences with greater speed, scale, and precision.

BUSINESS OUTCOMES



38%

increase in digital
engagement



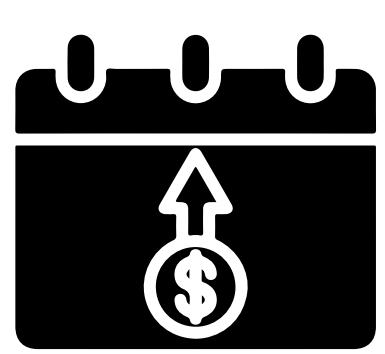
23%

increase in global web
downloads



46%

lift in user adoption



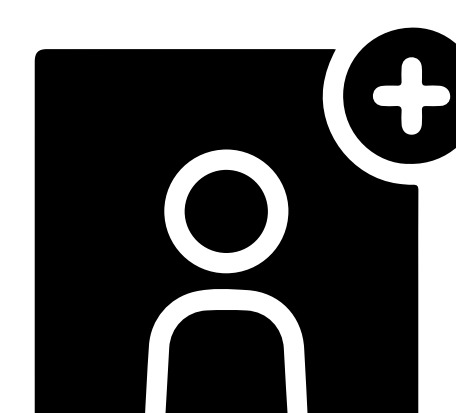
62%

increase in revenue
per booking



91%

increase in organic
traffic



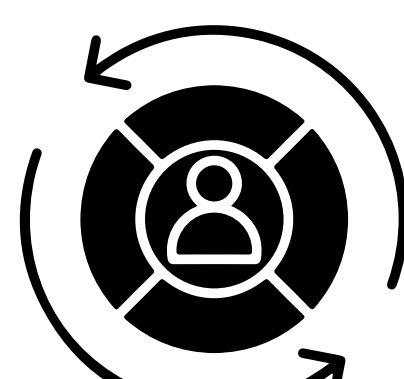
41%

increase in new visits



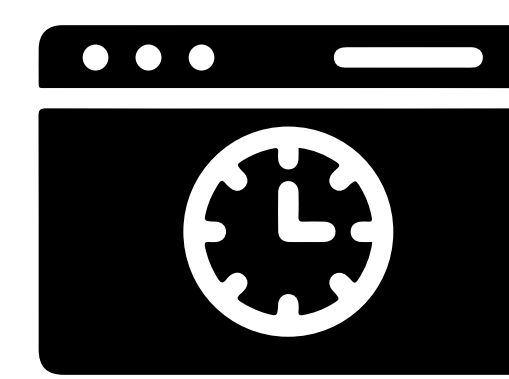
46%

retention increase in
repeat usage



53%

increase in repeat
customer actions



68%

increase in time-on-page
for themed components

This engagement elevated global consistency, accelerated delivery cycles, and empowered international teams to scale digital experiences with greater speed and precision.

VIEW PUBLIC CASE STUDIES:

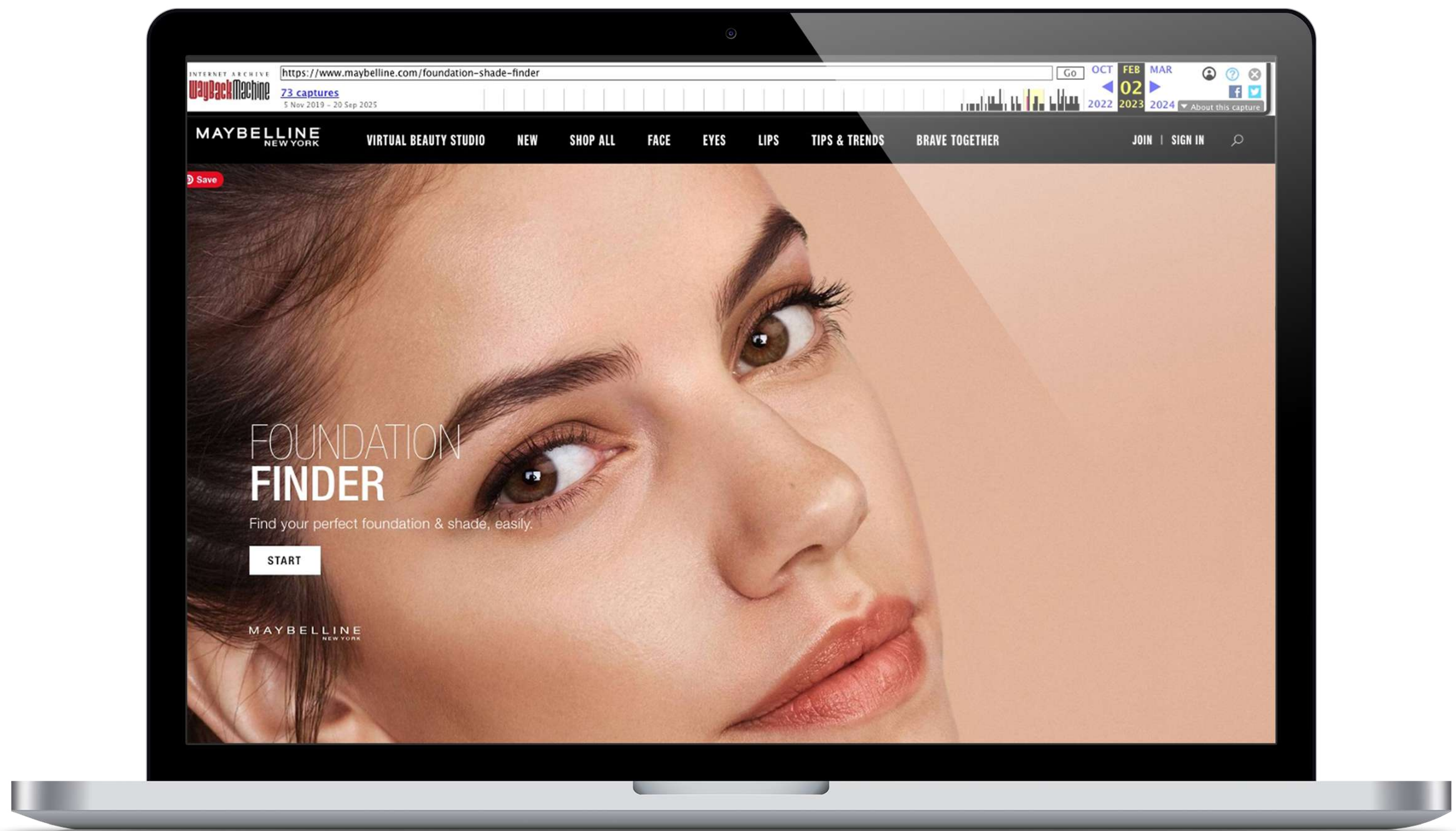
Mandarin Oriental (Valtech): valtech.com/work/mandarin-oriental

L'Oréal Global Transformation (Valtech): valtech.com/work/l-oreal

BEFORE THE TRANSFORMATION – MAYBELLINE ECOSYSTEM CHALLENGES

- 6 Sitecore instances with inconsistent templates, components, and brand systems
- Fragmented editorial workflows across regions
- Slow delivery cycles due to unaligned component architecture
- Limited personalization and weak shade and product-discovery UX
- High engineering dependency for page creation and maintenance
- Inconsistent analytics tagging that makes global performance tracking difficult

These gaps created operational overhead, inconsistent brand experiences, and slow delivery across high-impact regions.



TRANSFORMATION – L'ORÉAL AND MAYBELLINE

Multi-Brand CMS Architecture

- Unified 6 Sitecore 10.1 CMS instances
- Deployed a multi-brand component library with theming rules
- Reduced page-assembly time through consistent component governance
- Enabled consistent reporting on engagement, performance, and conversion

Headless CMS + API Optimization

- Accelerated delivery cycles by optimizing headless configuration
- Strengthened cross-platform performance across iOS, Android, and web
- Leveraged Azure and Salesforce integrations to strengthen capability and stability

Global KPI Strategy

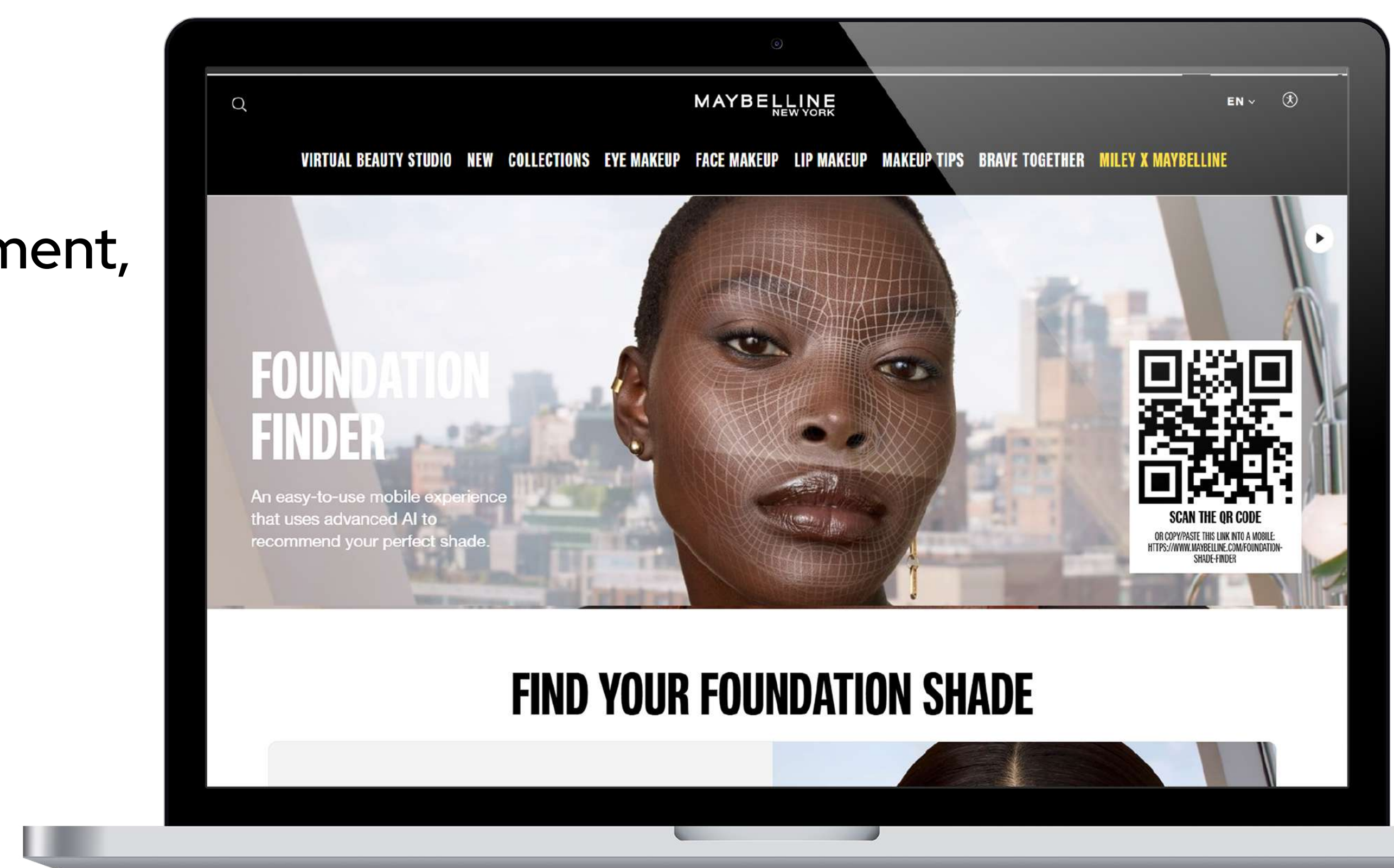
- Defined unified KPIs across six global brands
- Introduced standardized tagging and structured analytics
- Enabled consistent reporting on engagement, conversion, and retention

Foundation Finder Redesign & Editorial Governance

- Completely redesigned Maybelline's Foundation Finder experience
- Introduced personalized flows
- Drove a 46 percent adoption lift, 46 percent retention lift, and 53 percent repeat usage rise
- Integrated custom APIs for mobile previews and device-based try-ons
- Standardized editorial workflows across the Americas, APAC, and EMEA

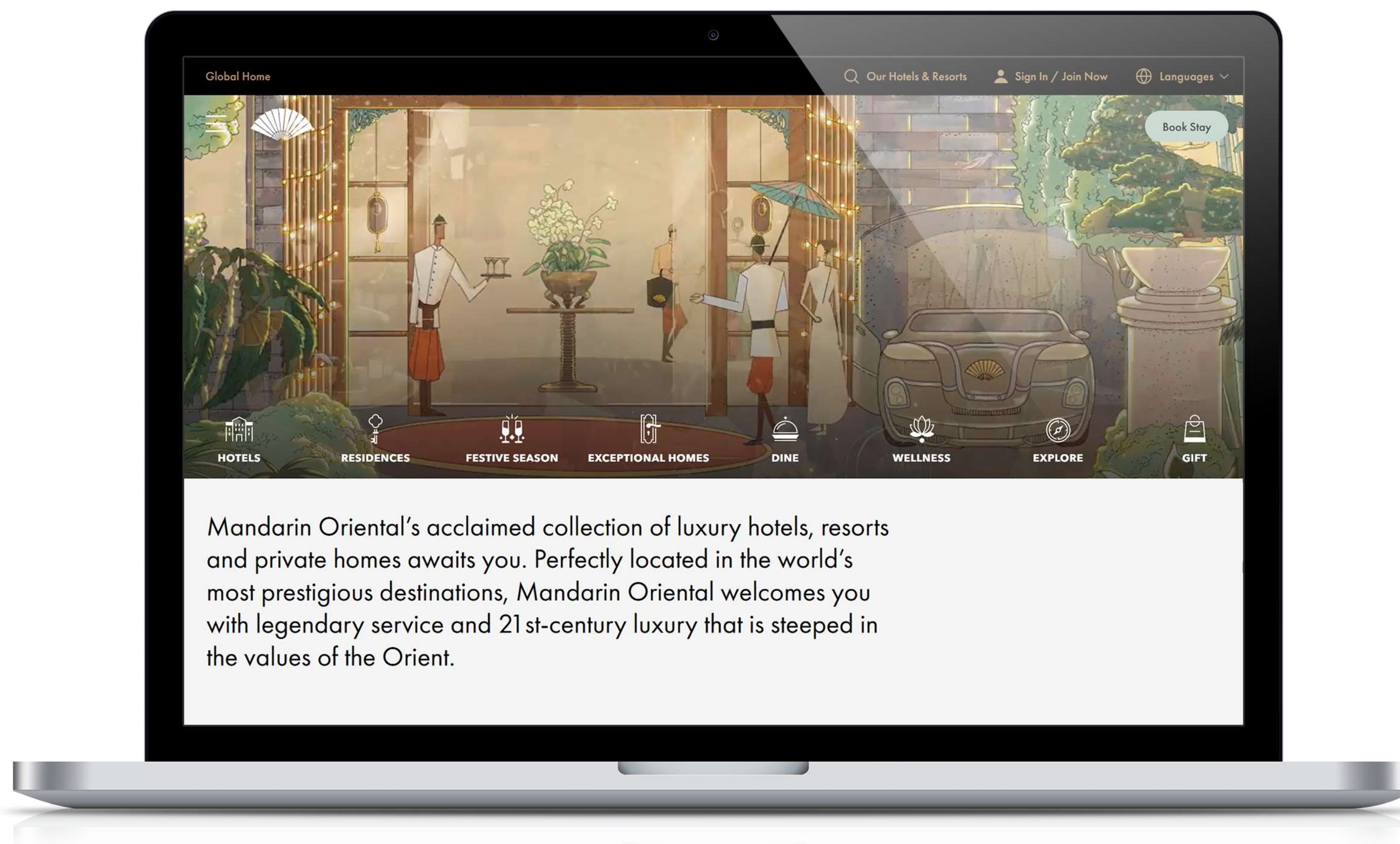
Scalable Governance and Editorial Efficiency

- Standardized workflows across the Americas, APAC, and EMEA
- Defined rules for localization, translation, and page assembly
- Reduced dependency on engineers through modular page building



THE TRANSFORMATION – MANDARIN ORIENTAL REPLATFORM + GLOBAL RELAUNCH

- Migrated Mandarin Oriental from a legacy CMS to Sitecore headless
- Established reusable content structures powered by a microservices architecture
- Delivered a global relaunch across 38 hotels and 11 residences
- Increased organic traffic by 91 percent and revenue per booking by 62 percent
- Increased new visits by 41 percent and improved on-site engagement
- Earned multiple industry awards, including the Hotel Visionary Award, Sitecore Experience Award, and WebAward
- Operated previously with no centralized structure, fragmented editorial workflows, and no reusable content model across regions and property teams



LEADERSHIP, PROCESS, TECH, CLOSING

LEADERSHIP APPROACH

- Connected executive marketing, design, engineering, and product teams
- Led roadmap alignment across three continents and six consumer brands
- Served as the Sitecore Product Owner guiding modernization and delivery
- Directed PI planning, backlog prioritization, refinement, and release forecasting
- Partnered with UX leadership to deliver modular, component-based systems
- Led global implementation for Mandarin Oriental across corporate and property teams

Process & Delivery Framework

Discovery

- Audited all 6 Sitecore instances
- Identified UX, performance, and architectural gaps
- Conducted customer journey studies for key product flows

Design & Strategy

- Created theming rules for global component library
- Defined cross-brand design system guidelines
- Built the Foundation Finder UX redesign strategy

Implementation

- Managed Sitecore 10.1 modernization
- Directed API integration with device-based recommendation flows
- Led engineering sprints across the Americas, APAC, and EMEA
- Coordinated design, accessibility, QA, and DevOps

Optimization

- Introduced KPI dashboards
- Standardized analytics and reporting structure
- Performed A/B testing and post-launch performance tuning

TECHNOLOGY STACK

CMS: Sitecore 10.1 (SaaS), Headless CMS

Infrastructure: Microsoft Azure

Integrations: Salesforce, proprietary product APIs, device-based try-on APIs

Tools: Jira, Confluence, GitHub, BrowserStack, Adobe/creative ecosystems

Analytics: Google Analytics, custom KPI dashboards, tagging frameworks

Closing Statement

This modernization improved global beauty, retail, and hospitality experiences through scalable Sitecore architectures, data-driven UX, and personalized journeys. It unified six enterprise CMS systems, boosted performance, and increased engagement, retention, and product discovery. With optimized components, stronger mobile UX, and replatformed flows like the Maybelline Foundation Finder, it enabled rapid innovation and consistent global brand execution.