



Olivia Chen, class of 2005

Chinese

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Current country of residence: United States

My name is Olivia Chen, Lauder '05 Chinese. I am thrilled to express my enthusiasm, experience, and dedication to serve on the Lauder Board. A little about myself:

As the current Northern California Lauder Regional Ambassador, event planning and marketing are second nature to me. Past events include NY Times Best-Selling Author Meet & Greet in Taiwan and SF Bay Area Summer Mingle. As a former Wharton Welcome Weekend Co-Chair, overseeing the orientation of 800+ new admits, I possess strong leadership skills vital for fostering community growth.

As Co-founder of Twrl Milk Tea, I have honed my entrepreneurial acumen, allowing me to contribute valuable insights garnered from scaling from our kitchen to nationwide distribution to 1000+ stores including Whole Foods, Sprouts, and Wegmans in just under three years. I am eager to bring these experiences into innovative strategies for our Lauder community.

I'm the proud mama of a Lauder baby (now teen) who is fluent in Mandarin Chinese. In true Lauder spirit, I split my time between the U.S. and Taiwan to manage our farmers and manufacturing in Asia. Drawing from my background in global marketing with brands like Estee Lauder's Origins and Clinique, coupled with my fluency in Mandarin, I am poised to contribute fresh perspectives and strategic vision to the Lauder Board.

I am genuinely excited about the prospect of fostering a dynamic and inclusive Lauder community, and I am grateful for the opportunity to embark on this journey of growth and collaboration.

Lauder Love,
Olivia