

Namrata's Bio



Years of Experience

20

Education

Northwestern / Kellogg,
Executive Scholar Program

MBA, McCombs School of Business

Bachelors in Business, Delhi University

Namrata Kamdar has over 23 years of marketing experience. She has worked for a number of larger consumer good companies including PEPSI, Coke and Unilever. Whilst at Unilever she led the development of Baby Dove as well as the brand redeployment of Lakme Skincare and Color cosmetics in India circa 2005. Prior to her current role, Namrata was Skincare innovation and Digital Director at Lumene, a boutique Finnish beauty brand, and a Unilver Ventures portfolio company. During her time there she revamped its skincare portfolio and oversaw the launch of Lumene.com.

Her work experience covers a diverse set of consumer product categories, however over the past 10 years she has focused exclusively on product development and design within personal care and beauty.

Namrata holds an MBA from The McCombs school of business at the University of

Texas at Austin specialising in Global Business Management and Consumer Behaviour and Psychology. She serves as a Trustee for the Anna Freud Centre for Children and Families and has a special interest in children's mental health and well being.

Namrata brings expertise in consumer insight, brand strategy and positioning. Namrata's other areas of passion are well being education, Digital UX and understanding Multicultural audiences. She has run a number of projects for both consumer and beauty sector clients, providing strategic guidance and actionable insights. She is currently Founder @Plenaire, a British clean beauty brand focused on Gen Z. Plenaire was launched in 2020, with the mission of connecting beauty to emotional well being for consumers at the beginning of their skincare journey. See www.plenaire.co