

Celia Tombalakian Featured in Exclusive Online Interview on Innovation and Leadership

Insights from a Beauty and Marketing Visionary



New York City, New York Jan 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - Celia Tombalakian, a renowned beauty and personal care executive, is featured in an exclusive online interview where she shares her perspective on leadership, innovation, and navigating the complexities of modern marketing. Known for her transformative impact on global brands, Celia offers actionable insights into fostering creativity, leveraging technology, and building genuine connections in the digital age.

Celia's journey from Northern Ontario to New York City has shaped her unique approach to leadership and brand strategy. Drawing on a diverse career that spans industries like healthcare, consumer packaged goods, and beauty—including her most recent role as Global Vice President of Marketing for Sally Hansen—she emphasizes the importance of adaptability, emotional intelligence, and curiosity.

“When bringing ideas to life, it always begins with listening,” Celia explains in the interview. “Listening to your consumers, your team, and even unexpected sources, alongside analyzing the data, lays the groundwork for innovation. From there, it’s about taking action—launching small pilots, gathering feedback, and refining in real time.”

Celia also highlights the transformative role of artificial intelligence (AI) in marketing. “AI excites me because it allows us to personalize consumer experiences at scale while freeing up creative teams to focus on big-picture ideas,” she explains. However, she emphasizes the importance of balancing AI-driven insights with the human touch. “AI is a tool, not a replacement. The emotional connection a brand builds with its audience will always come from human creativity and authenticity.”

Throughout the interview, Celia reflects on the habits and strategies that have fueled her success. She credits daily reflection as a key to staying productive and maintaining focus. “At the end of each day, I take 10 minutes to review what went well, what could have gone better, and what’s next. It’s a small habit, but it keeps me grounded and ensures I’m always learning.”

When asked about her leadership philosophy, Celia offers a refreshing take: “Kindness is often misunderstood as a weakness, but I see it as a competitive advantage. Empathy and genuine connection create stronger, more productive teams.”

The interview also explores the challenges and lessons from her career, including the importance of learning from failure. “Early on, I launched a product that didn’t resonate with consumers. It was a tough moment, but it taught me to prioritize deep listening and consumer testing. Failure is a great teacher if you’re willing to learn from it.”

For those looking to stay inspired, Celia recommends *Atomic Habits* by James Clear and shares her love for *The New Look* which left her fascinated by how creativity, vision, and passion can influence an entire era.

About Celia Tombalakian

Celia Tombalakian is a seasoned beauty and personal care executive based in New York City, with expertise in blending creativity, strategy, and innovation to drive brand growth. She holds an Honors Bachelor of Commerce and a Master of Science in Consumer Behavior and Marketing Management from the University of Guelph. Celia is passionate about mentorship, AI-driven marketing, and empowering teams to create meaningful consumer experiences.

To read the full interview, click [here](#).

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