

# In between the lines

A portrait of Jennifer Hessel, a woman with short blonde hair and blue eyes, smiling. She is wearing a light purple, textured, long-sleeved top with a ruffled neckline. The background is a dark, wood-paneled interior with a window showing a bright outdoor scene.

***“Always looking from  
another perspective”***

***Jennifer Hessel  
President & CEO Serucell***

**Scribd.**

I'm in conversation with Jennifer Hessel, currently President and CEO for Serucell, a revolutionary skin care product. Jennifer has an impressive background in marketing and retail innovation with a focus on consumer experience.

*Jennifer, it has been about 7 months that you have been at the helm of Serucell Corporation. Can you share with us what you are trying to achieve?*

“For the past two decades this industry has allowed me to marry my two passions- business and beauty. My future aim is to culminate the skills I have acquired and put them to use to build this brand and make a difference in the community where it all started.

What intrigued me about Serucell, was the science behind the product and the results they were seeing. At the start of my career, I had the good fortune to work for a company that values all aspects of science and the impact it can make on a product, an industry, a vocation.

Looking good and feeling good, staying healthy and keeping a youthful spirit is a mantra we hear every day by people of all ages, I believe Serucell can play a significant role in helping people feel good about their skin.

My aim now is to trace how things were done in the past, and do something new, innovative and interesting. The fight against the signs of aging is universal, and there is still so much to learn in order to win. I am determined to further make my mark in the field.”

*What are the main characteristics that make you the person to actually achieve this goal?*

“I would say my intense passion about this industry and my ability to think ‘out of the box’ is what makes me different from others and makes me the right person for the job. I am constantly pushing myself to look at things from a different perspective in order to get unique and desired results. I strive to do the unexpected- through innovation, technology and connection to individuals. Further, my diverse range of experiences in marketing, PR, retail, research and technology have allowed me to leverage a variety of skills in order to connect with today’s consumer.”

*What is your favorite project of all time? And why?*

“During my time at L’Oreal Paris I had the opportunity to work for an inspirational business woman and leader who supported out of the box ideas.

Creating engaging beauty experiences and retail stores, ranging from small scale to large scale events allowed me to explore new ways to connect with consumers and build brand loyalty.

We were able to connect, educate, inspire and give back to communities through the experiences we created.

Whether they were just starting their beauty routines or in their twilight years, every touch point and experience made a difference.

“Today, connecting, educating, engaging, inspiring and giving back reflects a beautiful authenticity towards building a brand.”

This interview has been published in 3 parts, this is part 1.

