



Candace S. Matthews
Chief Marketing Officer

PROFILE

Matthews leads Amway's global enterprise marketing strategy. She heads the Global Marketing Team, which focuses on Global Category Marketing and includes Beauty, Nutrition and Wellness, Global Amway Brand, and Consumer and Market Research.



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Matthews joined Amway in December 2007, bringing an impressive background in consumer marketing and general management. She previously served as president of Soft-Sheen Carson, Consumer Products Division of L'OREAL USA, and also held positions as vice president, New Product and Package Innovation, and as managing director, Non-Cola Brands, with the Coca-Cola Company. In addition, she held senior marketing positions at the CIBA Vision Corporation; Bausch & Lomb, Oral Care Division; Proctor & Gamble, Cosmetics & Fragrance Division; and General Mills, where she began her marketing career.

Matthews is a current member of the Board of Trustees at Carnegie-Mellon University in Pittsburg. She also serves on the boards of the Stanford University Graduate School of Business Advisory Council, the Peggy Notebaert Nature Museum, Cosmetic Executive Women, and Figure Skating in Harlem. Her professional background and her community service have landed her on the pages of such major publications as Ebony, Essence, Black Enterprise, Glamour, Salon Sense, and the Wall Street Journal.

A native of New Brighton, Penn., Matthews received a bachelor of science degree in metallurgical engineering and administrative & management science from Carnegie-Mellon University. She also earned an MBA from the Stanford Graduate School of Business.