



Marit Kievit
Global Brand Director Lux
Unilever

Born and raised in The Netherlands, Marit Kievit joined Unilever in 1998. During her years there she led the rapid expansion of Dove into several categories (body care, face care, deodorant and hair care) and was a key contributor to Dove's award winning Campaign for Real Beauty. After her successful work at a national level, Marit joined Dove's global brand development team in New York where she led several global projects and created the advanced technology roadmap.

In 2008 Marit moved to Asia and whilst living in Tokyo ran Axe's ambitious growth agenda in the region. She was responsible for the delivery of Axe's market development model and accompanying innovations catering to nascent and developing markets. The multi-cultural team led by Marit developed breakthrough and award winning campaigns.

Most recently Marit joined the global leadership team for Lux as a global brand director, based out of Singapore. This almost 90-year-old brand is one of Unilever's oldest and biggest Skin brands with a very rich history. The global team has set itself the task to revitalise what made Lux iconic and bring back Lux's magic.