

# FIERCE Femmes

BEAUTY LAUNCHPAD PRESENTS  
ITS SECOND-ANNUAL LIST OF  
PRO-BEAUTY POWER WOMEN.

by Alyson Osterman-Kerr

The future is female, but so is the present. Here, we salute leading executives and educators who fearlessly and continuously push our industry to new levels of greatness. Read on to learn how they started out, the biggest mistakes they made and how they achieved success. *\*Listed in alphabetical order*



Coby Alcantar (@cobywon)

**COBY ALCANTAR**, ORIBE DIRECTOR OF TRAINING AND CONTENT, CUTTING

**Moment I Felt I'd Achieved Success:** In my training, when I finally passed the "graduated bob" cut. I started out blow-drying for what felt like forever, then progressed to one length, then the bob, and finally the graduated bob. It felt like an eternity.

**Advice for Someone Starting Out:** When I was just starting out, I tried to be around people who I looked up to and whom I could ask questions of. Surround yourself with people who you connect with. Be sure you are somewhere that you can feel yourself being able to flourish. Then, work your butt off!

**A Mistake I Made and Learned From:** There are many mistakes that I've made and repeated...I'm a glutton for punishment. One that comes to mind is my teaching style. Naturally I'm goofy, which has often helped me connect with fellow stylists while I'm teaching. The mistake I've sometimes made is taking that goofiness too far. Being able to read your audience and adjusting as needed is a skill. I've learned to reel it in when it's necessary.

**Greatest Accomplishment to Date:** Being on stage with Oribe Canales at La Fama is shared with the opening of Little Axe, my salon.



Laura Andis Bishop

**LAURA ANDIS BISHOP**, ANDIS COMPANY CO-PRESIDENT AND OWNER

**Moment I Felt I'd Achieved Success:** Every year around the holidays, one of our family traditions is handing out hams to our associates. Each year, we stand and shake every associate's hand, thanking them for another great year, and give them ham to enjoy with their family. The employees' gratitude for a safe, friendly and rewarding working environment is my feeling of success. It means that all of the hard work we put in throughout the year has been received in the marketplace. It truly warms my heart.

**Advice for Someone Starting Out:** Be patient. So often we want to get into a new place and make our mark. The reality is, there is so much to learn. Take time to understand, form relationships with people, ask questions and build trust. Someone once told me it takes a full year to understand a business. I think there's a lot of truth to that.

**A Mistake I Made and Learned From:** I tried to cut my kids' hair during the COVID-19 pandemic. I joked that our education team surely wouldn't be calling me soon for appearances. I'm grateful hair grows back and I'm surely grateful for professionals.

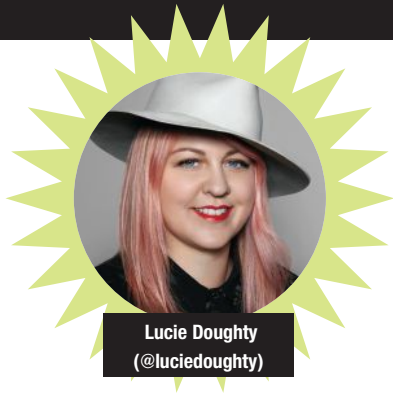
**In 10 Years I Plan On:** I'll continue my balancing act:



**Dana Caschetta**  
(@danacash\_)



**Briana Cisneros**  
(@brianacisneros)



**Lucie Doughty**  
(@luciedoughty)

watching my kids play sports or perform or whatever suits them, helping them with their homework and navigating life, while collaborating with my brother and our team to make the best products this industry has ever seen.

**DANA CASCHETTA**, EUFORA NATIONAL TRAINER

**Moment I Felt I'd Achieved Success:** When I had a message from a hairstylist thanking me for inspiring her. I remember it like it was yesterday; it was the hope I'd given her and motivated her to change something in her career for the better. I didn't choose to become an educator for my ego, but rather to help others achieve success.

**Advice for Someone Starting Out:** Find a mentor—someone who is doing what you want to be doing and whom you can build a relationship with.

**A Mistake I Made and Learned From:** Not following my gut. I think as women we're gifted with incredible intuition; the more we understand how to use it, the more we can trust ourselves.

**Greatest Accomplishment to Date:** My 2018 North American Hairstyling Awards (NAHA) nominations, simply because I shot those particular collections during a trying time in my life that I'll never forget. Every time I look at those collections I'm reminded to be strong, resilient, and that pain is temporary.

**BRIANA CISNEROS**, WELLA PROFESSIONALS GLOBAL AMBASSADOR

**How I Got My Start:** I was just 11 years old when I gave someone her first haircut. I cut it from her waist to her shoulders and thought her mom was going to kill me once she found out. I did get a call from her mom and I was trembling with fear—until she told me that she wanted her hair cut the same way! From then on, it became an obsession.

**Advice for Someone Starting Out:** Do whatever it takes to stay inspired. There are so many different directions you can go in this industry so if you get stuck, just pivot. Also, don't get discouraged if you have a rough start—learn from each and every mistake and you will be shocked at how fast time flies by. Before you know it, you may be teaching a class of young hairstylists that aspire to have work like yours.

**A Mistake I Made and Learned From:** I had a really hard time charging my value and sticking up for myself

with difficult clients—it took me years to figure this out. The moment I really started to value my time was when I had children; being in the salon had to be worth being away from home. Then I noticed everyone else started respecting me and my time so much more.

**In 10 Years I Plan On:** Going where the wind takes me! I'm not a huge fan of having solid long-term goals. Life is full of surprises and I'm down for them! In business things are rapidly changing, especially now. I really feel that if we get too stuck in one way of thinking or doing business then we're in danger of falling behind.

**LUCIE DOUGHTY**, JOHN PAUL MITCHELL SYSTEMS CREATIVE DIRECTOR

**How I Got My Start:** My mum was a hairdresser so I was introduced to hair at a very young age. I was fascinated by the salon culture and how it brought joy to people. When I was old enough to go to college I attended Stamford College in England. I took a two-year course in all aspects of hairdressing and beauty. I then went on to study advanced hairdressing while working as a junior stylist in a salon. A few years down the road, I joined Vidal Sassoon as a color apprentice. After qualifying, I became a color specialist for the company.

**Advice for Someone Starting Out:** Don't be afraid to take risks; it's the only way to learn and grow.

**A Mistake I Made and Learned From:** Not taking the advice of someone who really had information to share. Be humble and open.

**Greatest Accomplishment to Date:** Winning NAHA is an amazing experience that I'm very proud of. Also, the fact that I moved to the USA with dreams, no money and now I'm the creative director for John Paul Mitchell Systems.

**LISA FINUCANE**, WAHL PROFESSIONAL US DIRECTOR OF EDUCATION

**How I Got My Start:** I began my career at Pivot Point International in Chicago. I fell in love with the industry the minute I held my first pair of shears. My amazing mentor, Cathy O'Hara, taught me my first cut, how to maintain professionalism in the industry, and has remained a mentor and friend for the past 30-plus years.

**Advice for Someone Starting Out:** My best advice is to show up early and leave late, shake hands, make



**Lisa Finucane**  
(@lisafin1)



**Morgan Haile**  
(@morganhaile)



**Sandra Humphries**  
(@sandrahumphries)

eye contact, be teachable, practice humility, make a positive impression, keep your word, be honest, be trustworthy and be willing to do the stuff that no one else wants to do!

**A Mistake I Made and Learned From:** The mistake that I've made and that I continue to learn from is not believing in myself. Early on in my career, I may not have taken risks or jumped in front of opportunities because I didn't believe in myself and my abilities. No one will toot your horn for you; you need to be the one that speaks highly of yourself. Once I believed in myself, the pieces came together and life became bright and vibrant.

**In 10 Years I Plan On:** I want to contribute to the integrity of our industry. I'm forever indebted to the beauty industry and the barbers and stylists who I call my family. In the future, I hope that I'm in a place to give back, to mentor and to work toward fostering an inclusive industry that enriches the lives of others much like it has enriched mine. I'm not going anywhere and I want to be of service.

**MORGAN HAILE**, MORGAN TAYLOR PROFESSIONAL LACQUER CREATIVE VISIONARY

**How I Got My Start:** I've been in the beauty industry my entire life. My parents have been nail techs and have invested their lives in the industry, so joining professional beauty was a natural fit. I started when I was 19 years old, working at trade shows, and have grown and learned from there.

**Advice for Someone Starting Out:** When you're starting out you have so many ideas. My advice is to write down your goals and remind yourself of them often. There will be ups and down in life and your career, but having a clear vision will help and encourage you that success is possible.

**A Mistake I Made and Learned From:** I think we all seek advice but it's important we listen to the right people who support our goals. I used to listen to people who didn't support my goals and tried to set me on a path I didn't want to go on. My mistake was starting to believe what they were saying but deep down, I knew what I wanted and didn't adhere to what they preached. Ignore those people who don't cheer you on. Say thank you and move on from them.

**Greatest Accomplishment to Date:** A personal accomplishment is being the first person from my family to graduate college.

**What I Love Most About This Industry:** I love our professional community! We are all from different backgrounds and different places around the world. It's beautiful to see our passion for beauty bring us together.

**SANDRA HUMPHRIES**, KAO SALON AMERICA DIVISION DIRECTOR

**How I Got My Start:** While studying theater in college, I read an ad for beauty school. I thought that could be a great job to help get me through tough times finding a job as an actress. But I fell in love with the industry and never looked back to acting.

**Moment I Felt I'd Achieved Success:** The moment I hold most dear was when I was working a special job for a very large company and my parents were there to see my work. My dad said "I am proud of you." That's the moment I knew I had achieved something very special.

**Advice for Someone Starting Out:** Be open. Try everything that sounds interesting to you. I didn't know about all the jobs available in the industry. Every time I met someone and heard their story, I wanted to check it out. That's how I went from a stylist to working with education partners in many countries and all the jobs in between. Find a mentor at each stage of your career. Someone will help you find your way.

**A Mistake I Made and Learned From:** I didn't accept a job because I was afraid of failing. I was too worried to say "I don't know how to do that" and ask for guidance. I've learned that saying "I wish I would have" feels much worse than "I guess I shouldn't have tried that."

**ZOE HYAMS**, KERATIN COMPLEX VICE PRESIDENT OF MARKETING AND PUBLIC RELATIONS

**Advice for Someone Starting Out:** Listen. Listen in meetings, listen to colleagues and listen to those in the field. By taking the time to listen you can truly learn from everyone around you and develop new innovations that target the needs of the sales consultant, stylist and consumer.

**A Mistake I Made and Learned From:** In my earlier days I was a little more rigid in my thought process. As I've grown in my position, I've learned that true innovation and successful team performance come from a more experimental and "go for it" attitude.

**In 10 Years I Plan On:** I hope that I'm continuing to



**Zoe Hyams**  
(@queenofsmooth)



**Lori Jacobus**



**Amanda Kimball**  
(@amandajeank)

always learn new things, growing and pushing both myself and my team to think outside the box. I never want to be complacent. I enjoy pushing the boundaries of marketing and innovation and want to also stay on top of and work with the latest digital technology to drive profitable growth.

**What I Love Most About This Industry:** The beauty industry is so special because we believe in making people feel like the best version of themselves.

**LORI JACOBUS**, ATHENA COSMETICS  
PRESIDENT AND GLOBAL CHIEF  
MARKETING OFFICER

**Advice for Someone Starting Out:** Find a great mentor (or mentors) and be a sponge. Mentors are all around us, but oftentimes we miss them. For me, it happened very early in my career. While at the first advertising agency I worked for at the age of 18, I was fortunate to have had a fabulous first mentor in the president of the agency. I noticed right away how his style affected the way people felt and how his demeanor, and what he said and how he said it, created resonance with others. He also had an amazing work ethic, which was something I admired greatly. It's an unattainable goal to fill his shoes, but I strive for that in his memory and can only hope I'm half the leader he was.

**Greatest Accomplishment to Date:** My greatest accomplishment is pulling myself out of childhood poverty and overcoming the odds. Doing so has allowed me to provide a better life for my children (my other greatest accomplishment) and break the cycle.

**In 10 Years I Plan On:** I plan on being better than I am today; that's the only thing I really have control over.

**What I Love Most About This Industry:** I love that this industry is ever-growing and changing and is always pushing itself to be better. Yes, you can have an amazing product, but is it sustainable? Is it green? Is it clean? Do you give back? It's not just about superficial beauty anymore, it's about making the world a more beautiful place, both for us and future generations. I love that it's creative and fun, and at the end of the day, beauty inspires confidence and truly helps people feel like a better version of themselves.

**AMANDA KIMBALL**, SEXY HAIR  
AMBASSADOR AND PLATFORM ARTIST

**A Mistake I Made and Learned From:** A mistake I made earlier in my career was thinking I had to do

everything by myself. My husband was in a very bad motorcycle accident and had to be in the hospital for a long time. We had a young child and a salon to run. I tried to do everything by myself at first. I tried to care for him, our family and our business. But I was running ragged and wasn't doing any of those three things well. I learned that I couldn't do it all. So many people had offered help—help with our child, help with running the salon, and help with meals and errands. Before my husband's accident, I never really took much help from anyone because I was capable and eager to do everything myself. I grew up with a strong work ethic and I put in long days to get to where I was in my career. But after the accident, I needed to delegate responsibilities to others. It's an important lesson to learn. It does not take away any of your success to get some help. In fact, it makes you stronger in the long run.

**Greatest Accomplishment to Date:** I'm fortunate to have done so many rewarding and cool things in my career, especially being an educator and brand ambassador for Sexy Hair. I'd have to say that doing hair for the Miss World pageant in 2016 was my greatest accomplishment. It's an honor I will never forget.

**In 10 Years I Plan On:** One big thing that my husband and I are working to achieve within 10 years is owning more salons. We've found great success with owning one salon: success with helping our community, success with making people feel their best, and success with helping men and women grow and fulfill their careers. Another 10-year goal is to continue helping mold young stylists through growing my brand education work.

**What I Love Most About This Industry:** I love that especially now during COVID-19, hairstylists and educators are coming together and helping one another. We're stronger together and that's so important. So many brands are offering free education, and many others are giving half-off classes to make them affordable. I've seen virtual hair shows. It's really incredible to see how much everyone has given.

**NAEEMAH LAFOND**, AMIKA GLOBAL  
ARTISTIC DIRECTOR

**How I Got My Start:** I've always been in love with hair. I was the little girl with 20 Barbies all with homemade haircuts and intricate updos. I worked in several industries trying to find myself and discover my



**Naeemah LaFond**  
(@naeemahlafond)



**Sonya Latreille**  
(@sonyalatreille)



**Anne Maza**  
(@anne\_maza)

passion, not realizing that it was right in front of me. Growing up there was always a running joke that if any of my cousins came over, they would always leave with a new hairstyle. I was also that girl in college who did everyone's hair for special events and parties. Even with all of these signs, I never looked at hairstyling as a career option until I stumbled upon an opportunity to do hair for a test shoot. That day, I realized my passion. It was the first time I was doing a job that made me feel alive. I've been hooked ever since.

**Advice for Someone Starting Out:** If you're just starting out, it's important not to rush the process. I know that success and exposure are what we all want, but it's important to keep in mind that the journey is as important as the destination. Work with as much passion at being an assistant as you would if you were the lead stylist. If you have 200 followers work as hard at creating great content as you would if you had 20k followers. Take every opportunity to learn and grow. Most importantly, remember that failure is not the opposite of success; it's part of it. Don't let the hard work and missed opportunities get to you so much that you give up. The journey will be a test to see how bad you want it. Show up and do your best every time.

**A Mistake I Made and Learned From:** I used to be very shy about teaching in front of large crowds. I would get in my head about it and convince myself that everyone in the crowd was judging me. It took me years to realize that my purpose is greater than my fears. Once I gained the confidence that I needed to realize my value, everything changed. If I could go back in time and talk to my younger self, I would tell her to stand tall and focus on the people who do believe in you instead of worrying about those who don't.

**Greatest Accomplishment to Date:** Working New York Fashion Week (NYFW) shows as the lead stylist during the past few seasons has been a dream come true. I'd always dreamed of working NYFW, but I didn't grow up seeing any Black women keying shows. So to be in a position where I had never seen myself reflected has been so overwhelming and the highlight of my career.

**SONYA LATREILLE**, SCHWARZKOPF PROFESSIONAL DIRECTOR OF SOCIAL MEDIA AND COMMUNICATIONS

**Moment I Felt I'd Achieved Success:** In my second year as an OSIS+ assistant brand manager for Schwarzkopf Professional, I had an unconventional

idea of how to promote a new product we were launching called Dust It. I took the advertising dollars we would typically spend throughout the year promoting generic brand messaging and funneled it all toward this priority launch instead. I had a huge campaign contest idea associated with this launch and I remember having to convince the leadership team to try something new. It took many rounds in many meetings, but my passion ultimately won over the general manager and the company let me try the idea. It ended up being one of the most successful styling launches for the brand and definitely helped me to believe in myself and my ideas.

**Advice for Someone Starting Out:** Now granted this is advice I was given in 2006, but it's still something I tell my employees today: Don't put the weight of the world on your shoulders when you begin a new job or role. I was told by one of my mentors that it takes three years to learn a job: The first year you should be a sponge and just absorb everything that's going on and ask questions. No one is looking for you to be a hero or change anything. The second year you take everything you learned from the first year and take a stab at putting your own twist on it. You will make mistakes and you will fail and that is absolutely alright. By your third year, you'll need to show that you can dust your knees off and rebound from your mistakes to make better decisions. It's a process, so give yourself time to go through it.

**In 10 Years I Plan On:** These days, I'm just taking it one week at a time.

**What I Love Most About This Industry:** The people. The vibe. The culture. There is no other industry I'd rather be a part of!

**ANNE MAZA**, OLIVIA GARDEN CO-OWNER

**Moment I Felt I'd Achieved Success:** As a second-generation owner, I felt success when my brother and fellow co-owner, Pierre, and I were able to generate growth, year after year, for over a decade. No matter how well-prepared you are for a new role and its responsibilities, you never really know how you will do until you are actually doing it. Under our leadership, we have grown Olivia Garden to be available in more than 100 countries and have sold more than 20 million hair brushes. Successfully taking over the amazing company that our parents founded in 1967 is an amazing feeling and one that we can never take for granted.



**Keya Neal**  
(@keyaartistically)



**Tippi Shorter**  
(@tippishorter)



**Mary Wilson**  
(@mwilsonedu)

**Advice for Someone Starting Out:** Do your homework! Think thoroughly about every aspect of your decisions. Have a goal and make a plan to achieve it. Be ready and aware if you need to readjust your goal or plan and most of all, trust yourself.

**A Mistake I Made and Learned From:** My biggest weakness used to be that I worried about everything too much. Even though I feel confident in my decisions, having so much responsibility made me constantly worry about every potential negative outcome and its implications for everyone at Olivia Garden. Over the years, after having made hundreds of important decisions, I realized that unnecessary worrying doesn't achieve anything. Worrying only adds stress, so I've learned to worry less and trust in myself more.

**What I Love Most About This Industry:** The people by far! Stylists are such kind, interesting, creative and warm souls that make people feel so special and appreciated. I love collaborating with stylists at all levels of my process: research and development, education, product descriptions and even brainstorming.

**KEYA NEAL, KEYA ARTISTICALLY FOUNDER AND CEO**

**How I Got My Start:** I'm a stylist of 26 years, but my start with independent education was in 2015. I created the the Kolour Kulture educational hub with a focus in color education. The "Texture vs. Race" movement was spun off of the Kolour Kulture when I was presented with an opportunity to share on coloring textured hair at the summit for American Board Of Certified Colorists.

**Greatest Accomplishment to Date:** As a Black educator, there has always been this invisible bubble around our education. Not that I needed validation from the caucasian market, but I did have the feeling of accomplishment when my audience became multicultural. I became respected as a valuable source of education in the beauty industry—not just as a Black woman, but as a colorist. Period.

**Advice for Someone Starting Out:** Get as much education as you can about all hair textures regardless of the race. The schools are responsible for getting you licensed; you are responsible for getting the education. Advocate for yourself. Let everyone know that you want to be exposed to more than what you are comfortable with. If you are already

out of school, you should seek out education to become a multi-textural stylist. That may mean getting education from people who do not look like you.

**A Mistake I Made and Learned From:** I've made too many mistakes to point out just one! I wish I had been more kind to myself and pivoted quicker. I wish I understood that every part of my experience lent itself to who I am today, and to just learn from the mistake and move on. Don't spend too much time beating yourself up! Your destiny is the same, no matter which path you choose.

**TIPPI SHORTER, MIZANI GLOBAL ARTISTIC DIRECTOR**

**How I Got My Start:** I was offered a hairstyling assistant job from a friend who needed to find a replacement for herself. She saw my love for hair and makeup and challenged me to finish school in time to take her job. That was my introduction to being a professional hairstylist.

**Advice for Someone Starting Out:** Continue your ongoing education, find a focus and work hard at that; once you feel great with that focus, add another.

**Greatest Accomplishment to Date:** My daughter, and also creating the Mizani AirCut (a curly cutting technique)—many have mentioned that this has truly changed how they work.

**What I Love Most About This Industry:** The possibilities are endless.

**MARY WILSON, WILSON COLLECTIVE COFOUNDER**

**Moment I Felt I'd Achieved Success:** The first time I produced the Destination Rejuvenation Retreat that I now host regularly in Laguna Beach, California, with Ann Mincey. We gather beauty professionals and provide tools for stress reduction and make wonderful lifelong friendships.

**Advice for Someone Starting Out:** Put in the work with a great attitude; don't give up; and be flexible as you go along. Your dreams can reshape as time goes by.

**A Mistake I Made and Learned From:** I've made so many, but probably assuming that I know what someone is thinking or what he/she needs. Listening is the real key.

**What I Love Most About This Industry:** The incredible, giving, loving people who run salon businesses. Many of my best friends are such heroes.

BEAUTY **LAUNCHPAD**

AUGUST 2020

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THE OFFICIAL PUBLICATION  
OF INTERCOIFFURE

**SPIRAL  
STAIRCASE**

**Achieve  
swoon-worthy  
curls**

**THE FUTURE IS  
FEMALE**

Pro-beauty's  
power women

**A BETTER  
TOMORROW**

Salon owners rebuild  
their business  
amid the COVID-19  
pandemic