



2025 Page Spring Seminar



Stacy Tank
Chief Executive Officer,
Bespoke Beauty Brands

Stacey Tank is a 20+ year Fortune 500 veteran and currently Chief Executive Officer for Bespoke Beauty Brands (BBB), owner of high-growth cosmetics brands Jason Wu Beauty and KimChiChic Beauty, which can be found in places like Target, CVS, Walmart, JCPenney, Amazon, the TikTok Shop and beyond. BBB was founded in 2019 by serial entrepreneur Toni Ko who sold her first cosmetics company, NYX, to L'Oreal in 2014 for \$500 million.

Prior to BBB, Tank was based in Amsterdam in the role of Chief Transformation Officer for HEINEKEN (AMS: HEIA) with €29 billion in annual revenues and over 100,000 employees. As a direct report to the CEO and member of the executive committee, Tank co-created and later shepherded the company's growth strategy, "EverGreen," to ensure the organization adapted amidst a rapidly changing environment including a focus on top quartile growth and multi-billion euro cost out. In addition, Tank was responsible for the company's sustainability strategy, Brew a Better World 2030, including the design of its net zero carbon ambition.

Tank formerly led the multi-billion dollar Home Depot Installation Services and Home Depot Measurement Services businesses for The Home Depot (NYSE: HD), the world's largest home improvement retailer with \$132 billion in sales and 500,000 employees. During her tenure, Tank led the exit of four unprofitable lines of business and returned the remaining businesses to double-digit growth while strengthening the organization's culture, talent bench and innovation pipeline.



Dedicated to the intersection of business and positive impact on society, Tank has repeatedly authored large-scale movements across enterprises like General Electric, HEINEKEN and The Home Depot including launching a quarter-of-a-billion-dollar commitment to veteran housing and a \$50 million shop class program that is infusing 20,000 skilled tradespeople into the US economy.

Before joining The Home Depot, Tank was a Senior Vice President for HEINEKEN USA (AMS: HEIA), the leading importer of upscale beers in the US. Tank reported to then-CEO Dolf van den Brink and as part of the company's management team, navigated a difficult and successful turnaround period.

Previously, from 2002 to 2011, Tank worked at General Electric (NYSE: GE), where she held a variety of global finance, audit, communications and marketing roles across GE Healthcare, NBC Universal, GE Capital, GE Energy, GE Aviation and GE Corporate (including GE's Communications Leadership Development Program and Corporate Audit Staff) in countries including Mexico, Brazil, Germany, the UK, France, Canada and the US.

Tank is the founder of Our Happy Place (OurHappy.org), a 501(c)3 non-profit serving children, educators and families navigating childhood mental wellness. She also sits on the board, audit and compliance committees for Blackstone-owned Interior Logic Group, the leading US installer of interior finishes for new home construction.

Tank previously sat on the boards of the Heineken Africa Foundation, American Chamber of Commerce in the Netherlands, Woodruff Arts Center (nominating and governance chair), Serenbe Playhouse, Ad Council, Home Depot Foundation (former president), Homer Fund, Bright Pink (executive board), Academy for Systems Change (finance committee), Arthur W. Page Society (digital committee), Westchester Business Council, Beer Institute, Institute for Public Relations and Subrosa (sold in late 2017). She is the former vice chairwoman of the National Association of Beverage Importers and the former chairwoman of the Heineken Good Government Fund.

Tank is a 2020 World Economic Forum Young Global Leader (YGL), a 2019 Henry Crown Fellow at the Aspen Institute and a 2014 Academy for Systems Change Fellow.



She graduated summa cum laude with a Bachelor of Science from Syracuse University's Newhouse School and Whitman School of Management where she was recognized as a University Scholar, the university's highest academic honor. Tank has been married for nearly 20 years and has three sons, two human and one canine.