

# Sylvia Lin

## Wyoming High School Class of 1989

**Marketing Director – Global Beauty Franchise Organization  
Johnson & Johnson Consumer, Inc.**

### Education & Background

**Wyoming High School Activities:** Icarus 12, French Club 9-11, Project LEAD/SASS 9-10, National Honor Society 11-12, Cum Laude 12, National Merit Commended Student, Science Olympiad 12, AFS/YFU 10-11, Close Up 11, Sub Deb 9-12, Orchestra 9-12, Office 11-12, Volleyball 11-12, Track 9-12

**Duke University:** BA Economics and BA French, 1993

**The Wharton School,** University of Pennsylvania: MBA Marketing, 2001

### Life Achievements

After graduating from Duke University, Sylvia spent 6 years in Finance and Internal Audit / Consulting at General Electric, working in 10 GE manufacturing & financial services businesses, and establishing a terrific foundation in business knowledge. Looking to shift her career into the Consumer Goods industry, she returned to school in 1999, earning an MBA in Marketing from The Wharton School at the University of Pennsylvania. After spending 13 years at Colgate-Palmolive, consistently progressing through positions of ever-increasing responsibility, today Sylvia is a Marketing Director at Johnson & Johnson, and is responsible for creating and managing the global business strategy for a \$325MM global personal care products business.

Both GE and Colgate helped enable Sylvia's dream of being a "citizen of the world." Perhaps, it's because she's the child of immigrant parents, or because she speaks French and Chinese, but her perspective has always been global. With GE and Colgate, she has lived and worked in 12 countries and combined with her personal travel, she has visited 73 countries in all 7 continents. When asked which country was her favorite, the response is always, "the next one."

Sylvia has an appreciation and passion for community service. She was introduced to Habitat for Humanity during her high school years and dedicated two decades of volunteering with the organization. Throughout college and her professional career, she continued working with national organizations such as Habitat and Junior Achievement, as well as with local groups such as soup kitchens and Meals on Wheels programs. Sylvia has served on non-profit boards for Alliance for Women's Equity and Public Prep Network Charter Schools. Her continued dedication to community service is both a valued personal accomplishment and a rewarding endeavor.