



## Daniela Ciocan, Founder- UNFILTERED EXPERIENCE



A true lover of all things beauty, Daniela Ciocan is one of the most awarded trade show organizers in the country. Leading the growth of the largest B2B beauty exhibition in North America for 11 years, she has won for the show multiple awards for marketing innovation, creating export opportunities, fastest growing in size and attendance, and best exhibitor ROI. She is also the only organizer who was nominated 3 times, winning twice the highly coveted Marketing Genius award by the Trade Show Executive Magazine. In 2018 alone Daniela received 3 awards back to back as Female Executive of the Year, Maverick of the Year (Silver), and Business Woman of the Year by Women World Awards.

As director of marketing of Cosmoprof North America (CPNA) she scaled the trade show year over year—growing it into the beauty industry’s most expansive show doubling its exhibitor size, attracting the biggest chain retailers and sought-after buyers turning it into the most influential launching platform for indie brands. As an active member on the boards of leading trade associations ICMAD and CEW, Daniela knows the importance of supporting and providing marketing guidance to emerging beauty brands. Through ingenious programs that have never been attempted in the past, her keen eye has spotted what are now among the fastest growing brands at their early stages impacting their journey. These include IT Cosmetics, Drunk Elephant, FAB Skincare and Briogeo, to name a few. She now chairs the Indie Beauty Innovators Awards and Strategic Alliances for ICMAD. . As she takes her vision further toward a multimedia platform, she holds the position of Executive Producer of *THE LOOK ALL STARS* - the only TV Series celebrating the beauty industry and supported by the largest association for professional beauty, The PBA. The show now in its second season is partnered with Sinclair Broadcast and airs on the CW and HULU.

In addition to being interviewed and quoted in numerous beauty industry magazines, she has graced the cover of many trade magazines, including *Trade Show Executive* and *Beauty Store Business*—which also named her as one of “The Most Influential Women in Beauty” in 2017. She’s been interviewed and quoted by *Vice*, *Forbes* magazine, *New Beauty*, *WWD*, *Vegas Seven*, *Modern Salon*, *Beauty Launchpad*, *Cosmetics Design*, *American Salon*, *TSNN News*, *GCI*, *Beauty Insider* and many more. She is also invited as speaker in various leading conferences to share the breadth and depth of her experiences.



Daniela has led the growth of CPNA with a plethora of successful initiatives that turned a once struggling show to become one of the hottest and most-awarded exhibitions in the country—bringing in over 1,400 exhibitors and 33,000+ attendees from across the globe. Representatives from companies like Amazon, Ulta, Neiman Marcus, Space NK, Barney’s New York and many more look to her to find “the next big thing.”

The following is a summary of the many accolades she received for herself:

- **2011:** Named as one of the “People to Know” by *Global Cosmetic Industry* magazine
- **2012,2015:** She was awarded the “Marketing Genius Award” by *Trade Show Executive*
- **2018:** Awarded the “Female Executive of the Year” from Women World Awards
- **2018:** Awarded the “Maverick of the Year (Silver)” from Women World Awards
- **2018:** Awarded the “Business Woman of the Year” from Women World Awards

Her commitment to the industry is equally visible in her volunteer work. As the chairwoman of the communications committee and an advisory board member for ICMAD, Daniela has been involved in steering the Cosmetic Innovator of the Year Awards, which recognizes innovation in indie beauty brands. She has also served as an advisor to YouBeauty.com, a site founded by Dr. Mehmet Oz and Dr. Michael Roizen.

After the best year ever for CPNA in 2018 for achieving highest revenue growth and profitability, Daniela left her position and created Access Beauty Insiders, a specialized beauty agency that delivers a 360-marketing approach for clients to help them scale up quickly. Through accelerator-like programs, she helps integrate key communication and branding initiatives that promise guaranteed deliverables. To do just that, Daniela is now poised to launch her best creation ever- UNFILTERED EXPERIENCE. A one-day, pop-up event hosted in cool spaces with arresting visuals and Instagrammable moments for direct to consumer brands bringing them face to face with influencers, media and a multitude of tools and opportunities for growth and expansion. Daniela’s insight that has won for CPNA Best Exhibitor ROI across all largest US exhibitions has inspired her to create an event designed to deliver to participants multiple monetization opportunities and the next generation digital technology to drive value and conversion. It features emerging beauty trends, a generous sampling of the newest product offerings, education by sought after influencers and a host of networking activities designed for all attendees to build their business and reach their highest potential. The event will be launched in Las Vegas in 2019 and will be traveling around the country in various cities, open to the public and industry alike.

**For More Information or To Reach Out Directly Contact:**

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