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Mary Kay CEO to step down, hand reins to grandson of Mary Kay Ash

Ryan Rogers will take the helm as the new president and CEO of the cosmetics giant.



By **Alexandra Skores**
Aviation Reporter

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Ryan Rogers has been Mary Kay Inc.'s chief investment officer. (Gema Camacho; Pink House Studio)

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The grandson of Mary Kay Inc.'s iconic co-founder will become the new chief executive of the Addison-based direct-selling cosmetics empire that spans nearly 40 countries.

Ryan Rogers, 45, the cosmetic giant's chief investment officer and grandson of Mary Kay Ash, will step in as CEO and president effective Jan. 1. David Holl, the company's CEO since 2006, will retire after nearly 30 years with the company. He will remain chairman of Mary Kay's board.

"As a young man, my grandmother predicted I would someday lead her company and worked to prepare me by sharing many of her lessons in leadership," said Rogers, whose father, Richard Rogers, co-founded the company in 1963 with his grandmother. "As usual, Mary Kay was right. I am honored but also energized to have the opportunity to lead my grandmother's company as we begin our 60th anniversary year."

Rogers joined Mary Kay Inc. in 2000 as a financial analyst and held several positions, including project manager, director of strategic initiatives and vice president of strategic initiatives. In 2001, Rogers became vice president of the Mary Kay Ash Foundation. The foundation was created in 1996 by Ash to fund women's cancer research and end domestic violence. In 2013, he became chief investment officer of the company.



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His father twice ran the business and now serves as executive chairman.

During Holl's tenure, Mary Kay continued to grow globally with its most recent

expansion into Peru. The company also invested over \$100 million in a new manufacturing and research and development center in Lewisville and \$125 million in a corporate building in Shanghai.

Holl said Rogers is the best fit for the company.

“Besides my family, nothing has given me greater joy and pride than being part of Mary Kay for the last 30 years,” Holl said. “I will always proudly be part of this company, its employees and its mission of enriching women’s lives.”

After a pause due to the pandemic in 2020 and 2021, [in-person seminars in Dallas](#) resumed this year for Mary Kay’s independent beauty consultants. The seminar weekends were estimated to bring a \$35 million economic impact to North Texas, including about 29,000 hotel room nights and over \$800,000 in local tax revenue.

Mary Kay, known for its skin care, color cosmetics, nutritional supplements and fragrances, has millions of independent beauty consultants selling its products. [Forbes reported](#) that the privately owned company brought in \$2.8 billion in revenue in 2021.