

EDUCATION

Dominica Baird appointed chair of beauty business program at SCAD

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Former corporate executive Dominica Baird has been named chair of the university's Business of Beauty and Fragrance program. Image courtesy of SCAD

By LUXURY DAILY NEWS SERVICE

Savannah College of Art and Design (SCAD) is tapping an alumna to oversee one of the school's fastest-growing majors.

Former corporate executive Dominica Baird has been named chair of the university's Business of Beauty and Fragrance program. Serving within SCAD's DeSole School of Business Innovation, the appointee brings years of digital marketing and makeup expertise to the table, assuming the position immediately for the start of the 2023-2024 academic year.

"Dominica Baird embodies a unique blend of experience, creativity and mentorship, and as we build upon our incomparable business of beauty and fragrance program at SCAD, a keen understanding of industry insights and innovation is essential," said Meloney Moore, associate dean at the [DeSole School of Business Innovation](#), in a statement.

"Our students know that what distinguishes our program is that they are learning from professionals who have already excelled at the top of their industry," Ms. Moore said. "We are excited to have Dominica's talent, experience and leadership propel this program to new heights."

From student to staff

Ms. Baird arrives to SCAD from L'Oral's Maybelline there, the leader created real-world activations inspired by product concepts, using storytelling to promote the launches while keeping her ear to the ground to forecast impending trends leaving a role as global director of trends and digital innovation to join the academic institution.

A 15-year career working both in and adjacent beauty involved stints strategizing and innovating at apparel and accessories designer Elie Tahari. At The Art Institute of Charleston, Ms. Baird chaired the fashion department from 2015 - 2016.



Prior to degree completion, participants develop a new-to-market beauty brand, product, business model and retail strategy. Image courtesy of SCAD

In her role at SCAD, Ms. Baird will oversee the Business of Beauty and Fragrance educational program's curriculum and leadership, helping enrollees secure their futures.

Launched in 2018, the program has grown quickly, preparing students to enter into the massive global industry and gain real-world experiences ([see story](#)).

Ms. Baird, like many executives at luxury brands like French fashion house Chanel, U.S. beauty group Coty and U.S. retailer Saks Fifth Avenue, is herself SCAD-educated, carrying an M.A. in luxury and fashion management and a B.A. in fashion design.

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