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FOX FOCUS

TEMPLE UNIVERSITY FOX SCHOOL OF BUSINESS

SPRING 2015

VOLUME 5

ISSUE 1

WHERE SURGERY & STRATEGY INTERSECT

Why top docs like Rothman
Institute's president are
enrolling in Fox's No. 1-ranked
Online MBA program

Dr. Alexander Vaccaro, MD, PhD
President, Rothman Institute

BEAUTIFUL BRAND

Lori Bush's passion and innovation helped her build a company that has redefined skincare for one of the biggest prestige brands in the U.S. market.

There isn't a day that goes by that Lori Bush, MBA '85, doesn't love her job at Rodan + Fields. The President and CEO enjoys having a hand in creating a legacy in skin care, not just for the company's namesake dermatologists, Dr. Katie Rodan and Dr. Kathy Fields, but also for the consultants who sell the products and the customers who use them.

"We're changing the way people shop for skin care and redefining the possibilities for having the skin you love," said Bush.

Bush's personal transformation from applied sciences graduate to CEO of a premiere skin care brand began at Temple. An MBA course taught by the late Robert Linneman impacted Bush's approach to business and marketing.

"He always stressed the importance of analyzing where you're at in business," Bush said. "When you know where you are, you're able to better understand how you can get to where you want to be."

An evening student, Bush worked fulltime to put herself through school. She worked as product manager at a laboratory diagnostics company, moonlighted as a cocktail waitress and taught aerobics classes, leveraging an instructor certification she received at Temple.

"Think the age of jazzercise and Jane Fonda," Bush said, laughing. "Thank

goodness there weren't cell phones with cameras back then."

Following graduation, Bush continued her work as a product development manager at a medical diagnostic company, Bio/Data Corporation, where she realized a passion for developing products that make a difference in people's wellbeing.

Bush later carved a name for herself in the consumer and healthcare product industry. She worked as vice president of professional marketing for Neutrogena, which was acquired by Johnson & Johnson, where she held the role of worldwide executive director of Skincare Ventures and in 2000, became president of Nu Skin International.

She joined Rodan + Fields in 2007. In addition to helping Dr. Rodan and Dr. Fields articulate their visions for the company and its social commerce brand, Bush co-authored a national bestselling book with the doctors: *Write Your Skin a Prescription for Change*.

"I get emotional when I think about the people we've reached and those who've joined us in this business," Bush said.

"They let me be a part of their lives and they've had the chance to be part of mine. It's a truly rewarding experience."

Josh Fernandez



Lori Bush

MBA '85

President and CEO

Rodan + Fields

- **Hometown:** Cleveland, Ohio
- **Business friend:** "Each life we touch personally and professionally has a balance sheet, and the two sides you could land on are asset or liability. I've found that the more you can do to add value, to be a friend or an asset to more people, the more you get back in business and in life."