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Grove Collaborative Names Lilian Tomovich Chief Marketing Officer

Experienced brand strategist and e-commerce executive joins to further accelerate growth

SAN FRANCISCO--(BUSINESS WIRE)-- [Grove Collaborative](https://www.grovecollaborative.com), a leading digital-first and e-commerce platform for natural home and personal care products, announced today the appointment of Lili Tomovich to Chief Marketing Officer. Lili will join the executive leadership team and report to Stuart Landesberg, Co-Founder and Chief Executive Officer, effective immediately. In this newly created position, Lili will have responsibility for brand strategy, creative, growth marketing, communications and consumer insights teams.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200818005029/en/>



Lilian Tomovich, Grove Collaborative Chief

“Lili is an exceptional leader and admired marketer with a track record of building brands, and we are thrilled to welcome her to the Grove team,” said Stuart Landesberg, Co-Founder & CEO of Grove Collaborative. “As we continue to rapidly scale Grove and help millions of families create healthier, more sustainable homes, Lili is the perfect leader to continue to drive the positive momentum we have in our business.”

Lili is a transformational marketing leader known for building high profile global brands in Canada, U.S. and Asia. Her experience spans across the hospitality, entertainment, restaurant, financial services, and retail industries. Lili was most recently the Chief Experience & Marketing Officer of MGM Resorts International, a \$13 Billion global hospitality and entertainment company. At MGM Resorts, Lili oversaw the repositioning of the brand to an entertainment powerhouse and experience brand. She led the launch of MGM Digital Ventures, the center for digital innovation for the company, which doubled ecommerce revenue and spearheaded mobile check-in and digital key

Marketing Officer (Photo: Business Wire)

initiatives.

“From my initial conversation with Stu and the team, I was inspired by the vision and the portfolio of products that prioritized the highest standards across ingredients, sustainability and social welfare,” said Lili Tomovich, Chief Marketing Officer of Grove Collaborative. “The ability to help build a business and a brand that is shaping the future of consumer products for the better is a once in a lifetime opportunity. I am excited to work with my new colleagues as we shape the future of sustainable consumer products.”

Prior to MGM Resorts, Lili was Senior Vice President of Consumer Marketing for MasterCard in New York where she led the iconic and award winning “Priceless” campaign. Lili also held senior roles in Canada at LoyaltyOne, a global leader in shopper analytics and loyalty program strategy and Rogers Communications, Canada’s largest mobile carrier. Lili is a member of the Board of Directors of Dine Brands Global.

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative creates innovative natural products and offers a curated selection of healthy home essentials like cleaning supplies and personal care products. With a flexible scheduled delivery model and a personal shopper, a “Grove Guide” assigned to each customer, Grove’s platform makes it easy for people to switch to healthier, more sustainable routines.

Every item Grove Collaborative offers, both from their flagship brand and from exceptional third-party brands, has been thoroughly vetted against strict standards for sustainability, efficacy and supply chain practices. On a mission to define a new industry standard of eco-consciousness, Grove is the first and only plastic neutral retailer in the world and is committed to becoming 100% plastic-free by 2025. For more information, please visit www.grove.co.

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For More Information

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