



Biography

Cornell McBride Jr

Cornell McBride Jr. is a distinguished leader with a comprehensive background in marketing leadership and executive management. With a career that spans over three decades, Cornell has demonstrated an exceptional ability to drive brand success, optimize operations, and foster collaboration within organizations. His expertise is marked by a strategic marketing vision combined with operational excellence, making him a dynamic force in transforming brands and businesses towards innovation, growth, and success.

Starting his career at McBride Research Labs in 1990 as the General Manager, he was pivotal in overseeing the company's sales, marketing, and operations. Under his guidance, McBride Research Labs established the only national independent network servicing Independent Hair Salons and positioned Design Essentials as a market leader across various professional channels. His innovative sales tactics and strategies significantly contributed to the brand's success in chain salons, independent salons, and chain schools.

Ascending to the role of President in 2010, McBride continued to steer the company towards remarkable achievements. He led initiatives to develop internal manufacturing capabilities for Design Essentials products, a move that not only streamlined operations but also enhanced product quality and accessibility. Under his leadership, Design Essentials expanded its distribution into major retailers, including Target, Wal-Mart, and Walgreens, significantly broadening its market presence. Moreover, he spearheaded the brand's international expansion into Europe and Africa in 2014, marking a significant milestone in the company's global outreach.

Cornell McBride Jr.'s tenure at McBride Research Labs is a testament to his visionary leadership and his unwavering commitment to excellence. His achievements reflect his ability to navigate complex market landscapes and his dedication to fostering growth, innovation, and success in every endeavor.