Bengaluru-based startup SkinQ appoints Meera Iyer as CEO and Co-Founder

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SkinQ, India's first Made Safe Certified, dermatologist formulated, active solutions brand for people with skin of colour, has announced the appointment of Meera Iyer as the new Chief Executive Officer (CEO) and Co-Founder. Meera has over 17 years of leadership experience across domains like FMCG, consumer internet businesses, and verticals like sales, brand, and marketing.

Prior to SkinQ, Meera served as the Business Unit Head for the RPSG Group (Dr Vaidya's), where she steered the brand through a post-acquisition phase and readied it for relaunch. She also served as the Chief Marketing Officer (CMO) and Business Head (OTC & Private Label, Offline Stores) for Medlife, India's leading online healthcare technology platform, where she played a pivotal role in doubling the business within two years.

Meera's career includes a tenure as the CMO at bigbasket, during which she significantly expanded the Private Label business to 25 cities and achieved substantial topline growth. Furthermore, she spent nine years at Unilever, last as the Regional Brand Manager for Dove and Pears. With her vast experience and proven ability to drive business growth, Meera is well-equipped to guide SkinQ through its next growth phase and towards profitability.

Since beginning its operations in January 2022, SkinQ has gained considerable recognition within the Indian dermo cosmetic industry, offering 14 products specifically for treating common Indian skin problems like Pigmentation, Acne & Sensitive skin.