

Most Empowering Cosmetics & Healthcare Consultancy CEO 2023 (Germany): Dr Yuliya Zielinski

The world of skincare and healthcare is always changing, but staying on top of the shifting ecosystems demands deep understanding and expertise in the field. That’s what theSKINBOX offers to corporate & clinical players and led by Dr. Yuliya Zielinski. With theSKINBOX earning tremendous success, we took a closer look to find out more about the secrets of how she did it.

Founded in 2019, just before the COVID-19 pandemic swept across the world, theSKINBOX has not had an easy time. Despite this, it has quickly established into one of the leading consultancies in the skincare and healthcare industry, often seen as a hidden champion, able to offer expertise to the beauty industry, beauty tech, aesthetic medicine and (digital) Healthcare. At the heart of the firm is innovation, growth acceleration, expansion, market access, acquisitions and strategic leadership, which has brought the team close to players and institutions of every background.

Dr. Yuliya Zielinski is at the heart of this innovation, with theSKINBOX being her baby through and through. After 19 years in a diverse set of global and regions roles in senior management, medical affairs and commercial functions, she found herself determined to outgrow the box that she worked within. As a leader, innovator and medical doctor, she needed to do more. “I had to impact on the innovative technologies I believed in, to control my own growth and to leverage my network in order to increase my impact and to support also smaller players in the field,” she told us.

And that’s precisely what she did.

Since opening the doors of theSKINBOX, Dr. Yuliya Zielinski has found herself in an industry that serves women, and has many female B2B partners, but very seldom includes women in the C-suite, and able to influence decisions at a board level. She has been part of a sea change in the industry, with public opinion putting pressure on businesses to equalise their boards and integrate female professionals into the power ecosystem. Working with startups and investors, Dr. Zielinski sees many initiatives to support ambitious female entrepreneurs, and to motivate the participation of other women in the industry.

Dr. Zielinski has been an important part of this process, with theSKINBOX acting as a way for her to mentor many young professionals for free. Instead of offering a specific program, Dr. Zielinski leverages an impressive network in order to reach those who want to develop and can grow most effectively under her tutelage. For her, the principles of success are clear: “Always know who you are and what is your particular value for the company. Have your own objectives and stay true to them, don’t allow other people tell you, you’re not ready or you don’t fit. Understand that you need to market

yourself in the corporate world in order to be seen, it does not happen by chance as it is a competitive ecosystem. Believe in what you’re doing and share your passion.”

For Dr. Zielinski, passion is what brought her to the world of skincare and medicine. She could see a need for change that others were not able to deliver. “My biggest achievement is related to giving wings: to young professionals and entrepreneurs, to innovations and ideas and to my own dreams and vision,” she says. “Being true to me and my ethics, connecting people, opening doors, giving a platform and being driven by achieving the best for clients, partners, patients and consumers helped me to do so.”

In the future, Dr. Zielinski sees a world which is very different to the one we currently live in when it comes to health and skincare. There are so many new technologies having an impact on how we live, as well as a wealth of shifts in how patients and consumers think about skincare, aesthetic medicine and healthcare that it is a challenge to think about. For her own business, the future seems bright indeed, with a significant shift towards bio printing, bio actives, home use devices and therapies as well as the advent of digital health solutions.

With all this change currently underway, the current plan is to publish a book on the topic, as well as increase cooperation with aesthetic clinics in order to develop patient management and international expansion of new concepts. As a leading boutique consultancy, the knowledge and expertise of Dr. Zielinski and her partners could be invaluable to many different businesses around the world.

Looking ahead, it’s clear that the vision of theSKINBOX has only just begun to come to fruition. The aim, in the years to come, is to develop and build more exceptional partnerships with governmental and professional institutions in health care. These stronger connections will be crucial to allowing the unique perspective of Dr. Zielinski and her partners to guide and impact on the way in which healthcare, wellbeing and preventative medicine is performed and achieved in the future.

In short, Dr. Zielinski doesn’t just focus on the medical world, and she doesn’t just lead in the ideals of commercial understanding. She uses her knowledge of both to guide a bold new path that is invaluable to many. With B2B and B2C at the heart of how Dr.



Zielinski and the partners at theSKINBOX operate, it’s little surprise that so many listen to them, and that she has been able to achieve so much success in such challenging times. We cannot wait to see what the team does next!

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