



Cathy Beaudoin

Senior Advisor

Office Location: New York

Cathy Beaudoin is a Senior Advisor at General Atlantic, providing strategic support and advice to the firm's investment teams and portfolio companies. Before joining General Atlantic in 2017, Cathy served as President of Amazon Fashion for eight years. During this time, she brought hundreds of reputable brands to Amazon, led Amazon's 2012 sponsorship of the Met Ball, the opening of Amazon's 40,000-square-foot photo studio in Williamsburg, New York, and a multi-year partnership with The Council of Fashion Designers of America (CFDA) to sponsor New York Fashion Week: Men's. Prior to Amazon, she served as General Manager of Gap's Piperlime, the e-commerce shoe platform she founded in 2005. While at Gap, she held a number of senior marketing positions across the company's Old Navy and Banana Republic brands. Cathy began her career at Ogilvy One Worldwide.

Current Board Affiliations

FORMA, *Board Member*

Torchy's Tacos, *Board Member*

Education

Trinity College, *B.A., History*