

Building Brands Responsibly and with Purpose: An Entrepreneurial Talk with Michelle Visser

Tuesday, April 28, 2026

5:30pm - 7:00pm

ILP 2101



Michelle Visser

Entrepreneur, Founder, Brand Builder

Join UCSB parent Michelle Visser, an industry maverick and brand builder, for an inside look at building mission-driven businesses and leading the “organic, sustainable revolution.” Michelle has held leadership roles as head of design for Ralph Lauren childrenswear, CEO for a Tiffany & Co. subsidiary, headed up design at Pottery Barn Kids and is the founder of Burt’s Bees Baby and Honest Baby Clothing alongside actress and entrepreneur Jessica Alba.

Hear from Michelle and her executive team on what it takes to build and grow responsible brands—from logistics and distribution to product design, production, marketing data, and financial forecasting. Explore career paths in marketing, sales, AI, design, and fundraising, and gain practical insights on taking action, learning from failure, embracing constraints, and building for the long term.

Bonus Session: Internship Recruitment & Networking “Mini” Fair

Wednesday, April 29, 2026

10:00am - 12:00pm

Mosher Alumni House
Alumni Hall, 2nd floor

Join us for an intimate recruitment event with Michelle Visser and team members, designed to give you a closer look at opportunities within the company. This is a chance to meet team members, ask questions, and explore internship opportunities. **Bring your resume and be ready to connect!**

QUESTIONS? *Chloe Maassen* | chloemaassen@ucsb.edu

SPACE IS LIMITED
Registration required for BOTH events



bit.ly/RSVPVisser