



Ruth Farrell

Global marketing director, Textiles

Ruth is the Global Marketing Director for Eastman's Textiles Business and is based in Switzerland. She assumed her position at Eastman in January 2018. Previously a senior marketing leader at DuPont de Nemours, Ruth's industry experience spans across Food Ingredients and Fibers where she specialized in marketing and branding, developing new products, and creating new markets.

Her passion lies in sustainability, and she believes that partner collaboration in the world of fashion can deliver exciting innovations while improving environmental footprints.

Ruth holds an engineering degree from the University College Dublin and a master's in business administration from Michael Smurfit School of Business, Dublin.

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Terry Lawler

Fabric development manager, Fibers



Terry Lawler is the fabric development manager for Naia™ cellulosic yarn at Eastman in Kingsport, Tenn., U.S.A. She assumed the role in 2017 after previously serving as market development manager on the Naia™ project.

Prior to joining Eastman in 2015, Lawler held global sourcing, procurement, buying, and fabric R&D positions at U.S. brands such as Chico's, White House/Black Market, and Steinmart. She has aided Eastman in better serving the global textile market through fabric and trend development along with the expansion of a full sample fabric library.

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Carolina Sister Cohn

Global segment market manager, Fibers

Carolina Sister Cohn is the global segment market manager for Eastman's textiles business and is based in Zug, Switzerland. She joined Eastman in August 2019 and is responsible for showcasing how sustainable fabrics made with Eastman Naia™ cellulosic fibers can enhance the fashion industry.

Cohn's career is rooted in the textiles industry. Before joining Eastman, she held various roles in sales, operations, and marketing at DuPont and INVISTA. In her previous role at INVISTA, she served as marketing director of apparel for Latin America, where she was responsible for ingredient branding activities, product launches, pricing, and brand strategy for all market segments—fashion, intimate apparel, active, and swimwear. She has expertise in the textile supply chain and vast experience in the international brand purchasing process.

Carolina holds a degree in industrial engineering from the University of São Paulo in Brazil and an M.B.A. from the University of Michigan in the United States. She also has Six Sigma Black Belt certification.

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