

Heather Lambert-Shemo

Heather Lambert-Shemo is Brand Manager of Children's Brands at Faber-Castell USA. She has over twelve years of experience managing brands after a stint in database development and programming. Her current responsibilities include developing and implementing brand strategies as well as being an ambassador for creativity for Faber-Castell USA. Throughout her career in managing brands, Heather has worked with companies by providing a high level of creativity and collaboration between Marketing and Product Development.

Heather developed a segment of products that provide children with complete, guided art experiences for Faber-Castell's Premium Children's Art Brand. Most recently, she appeared on television stations around the nation and talked about the power of creativity and its importance in children's lives.

As the daughter of an artist and art educator, Heather has sought out creative experiences her entire life. As an extension of her work with Faber-Castell, Heather enjoys bringing creative experiences home to her three young children. Heather holds a B.A. in Psychology from The College of Wooster and earned her M.B.A. with a dual focus in Brand Management Marketing and Finance from The Simon School of Business at The University of Rochester.