



Coralie Garcia-Perrin

## MARKETING, CONSUMER, SENSORY & SUSTAINABILITY EXPERT

CALL +33 767 721 021

✉ PERRINCORALIE@YAHOO.FR

### ABOUT ME

Name Coralie Garcia-Perrin

Age 42

Date of Birth 01/06/1982

Gender Female

Status Married, 2 kids

Nationality French

Languages French (Native)

English (Fluent)

Spanish (Beginner)

German (Basics)

### CONTACT

Phone +33 767 721 021

Address 06530 Le Tignet (France)

### A T-SHAPED LEADER

500+ Sensory projects

7 000+ Consumers surveyed

27 Marketing campaigns

+527% Lead on Taste charts  
2021 vs. 2022

20 Innovation launches

25 Sustainability projects  
incl. 1 LCA

29 People managed

### HELLO!

With a fervent passion and adaptability, the first half of my career was dedicated to deliver actionable consumer, sensory insights to define business strategies and support customers needs. Since 2015, as a marketer/product manager, my goal is to transform business with powerful marketing strategies to elevate brand, engage audience and drive success with a demonstrated proficiency across various product categories including Oral Care, Pharma, Food and Beverages.

Noteworthy achievements in my career include crafting comprehensive brand positions, spearheading innovation initiatives, adeptly managing teams, and orchestrating impactful marketing campaigns. My strategic acumen and relentless pursuit of business growth empower me to not only inspire teams but also to generate ingenious marketing solutions that resonate with both consumers and stakeholders alike.

➔ Looking for a senior Marketing Manager / Director role in the food & beverages, cosmetic, pharma or sportswear industry.

### EXPERTISE

9  
years

Marketing

10  
years

Sensory

18  
years

Taste

6  
years

Consumer  
insights

4  
years

Sustainability

### TECHNICAL SKILLS :

Taste, nutrition, strategy, value propositions, brand management, digital marketing expertise, public relations, social media, business development, consumer sensory insights, sustainability, innovation, project management, strategic planning...

### SOFT SKILLS :

Adaptability, people management, stakeholder engagement, cross-functional team leadership, communication, strategic thinking, collaboration, problem solving...

### WORK EXPERIENCE

2019 - PRES.

#### GLOBAL STRATEGIC MARKETING DIRECTOR SWEET & DAIRY TASTE KERRY Grasse (FR)

Define and implement actionable strategies to position Kerry as a leader in Sweet, Modulation, and Dairy Taste segments, driving a 900Mio business with a 7% CAGR in Modulation. Design the full positioning including value propositions, digital marketing, communication. Deliver latest innovations to the market to accelerate business growth. Elevate Taste and Nutrition as one solution.

- Deliver 16 marketing campaigns generating up to 9000 leads for 1Mio€ pipeline influenced.
- Spearhead the ideation and commercialization of 15 innovative products, including the successful collaboration on the green coffee extract project with PepsiCo (\$500k revenue).
- Manage global Sweet & Dairy Taste Marketing team and a €150k budget, fostering talent growth with 2 marketers promoted to senior roles in 2023.
- Collaborate cross-functionally with the Applied Health and Nutrition team to integrate taste into value propositions, enhancing product differentiation.
- 6 months assignments to accelerate growth in alcoholic beverages / + 2 core listings

2021 - 2023

#### TASTE SUSTAINABILITY LEAD KERRY Grasse (FR)

Lead sustainability initiatives within the Taste business unit, overseeing 25 projects including LCAs, upcycling partnerships, and smallholder collaborations. Embed and Report progress through KPIs to the leadership team.

## TRAININGS

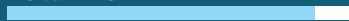
- **Selling skills**  
*Kerry / 2023*
- **Insight messaging**  
*Kerry / 2018*
- **Leadership senses begin**  
*Givaudan / 2014*
- **Manager essentials**  
*Cegos / 2014*
- **Targeting the consumer emerging issues & methods**  
*Hal MacFie / 2012*
- **The fundamentals of project management**  
*Comundi / 2010*
- **Flash profiling**  
*Eurofins - Marc Danzart / 2009*
- **Assert oneself to interact better**  
*Comundi / 2009*
- **Advanced statistics for sensory analysis**  
*Eurofins - Marc Danzart / 2008*

## SOFTWARE

### OUTLOOK



### POWERPOINT



### WORD



### EXCEL



### INNOVA / MINTEL



### GLOBALDATA



### EUROMONITOR



### FIZZ



### XLSTAT



### R



### SPAD



## CONNECT



[www.linkedin.com  
/in/coraliegarciaperrin](https://www.linkedin.com/in/coraliegarciaperrin)



[www.cv.coralieperrin.com](https://www.cv.coralieperrin.com)

## WORK EXPERIENCE (CONTINUATION)

2018 - 2019

### SENIOR MARKETING MANAGER - TASTE - EUROPE

*KERRY Naas (IE) Grasse (FR)*

Direct European Taste Marketing team including 3 marketers during Marketing Director's maternity leave, achieving strategic goals and managing a €210k budget. Executive presentations developed in support of the European and Americas Taste presidents.

- Develop and implement European Taste Strategy, resulting in a new value proposition presentation, video and a full website revamp.
- Coordinate innovation councils and enhanced the innovation process in collaboration with the Innovation Director

2016 - 2018

### SENIOR MARKETING MANAGER SAVOURY & SNACKS - EUROPE

*KERRY Naas (IE)*

Define and execute strategies for savoury categories (prepared meals, soups, sauces and dressings), leading to 10 successful campaigns.

- Management of 2 marketing specialists
- Authentic Savoury brand creation

2015 - 2016

### PRODUCT MANAGER SAVOURY - EAME

*GIVAUDAN Kempthal (CH)*

- Manage a €150M savoury modulation portfolio, ensuring competitiveness, completeness and profitability. Identify market opportunities and driving the commercialization of new products, including Richness in Savoury and Snacks.
- Support the Marketing Director in executing company strategy and moved win rate from 16% to 30% during a 6-month opportunity management assignment.

2014 - 2015

### SENSORY GROUP LEADER SWEET GOODS - EAME

*GIVAUDAN Dubendorf (CH)*

Manage more than 50 sensory and consumer studies for the Sweet Goods business unit to drive business growth and support customers briefs.

- Implementation of CATA methodology
- Creation of a strawberry yogurt database and a project management tool
- Management of 18 people

2011 - 2014

### SENSORY PROJECT MANAGER II BEVERAGES - EAME

*GIVAUDAN Naarden (NL)*

2005 - 2011

### SENSORY PROJECT MANAGER ORAL CARE / FOOD / BEVERAGES - EAME

*V. MANE & FILS Bar-sur-Loup (FR)*

## EDUCATION

- 2005 → National Graduate Engineering School, Food Science  
ENITIAA / ONIRIS, NANTES (FR)
- 2002 → Preparatory high school BCPST  
LYCÉE CLÉMENTEAU, NANTES (FR)
- 2000 → French Baccalaureat in Science, with Honours  
LYCÉE GRANDMONT, TOURS (FR)

## INTERESTS & BENEFITS



COOKING

=  
taste



TRAVEL

=  
culture



ZUMBA

=  
energy



HIKING

=  
nature



NATURE  
PHOTOGRAPHY

[WWW.CORALIEPERRIN.COM](https://www.coralieperrin.com)

=  
patience & aesthetics