

*When*  
**STRATEGIC** MINDSET  
*Meets*  
**CREATIVITY**

*Coralie Garcia Penrin*



# WHO AM I ?

*personal insight & peer portrait*

*"I'm Coralie GARCIA-PERRIN, a **multidimensional leader** with a passion for connecting the dots between **science, strategy, & human behavior**. My journey spans 18 years in B2B marketing, consumer sensory science, where I've honed my expertise in **Taste, Nutrition, Branding, Marketing and Sustainability** within the flavors & ingredients industry."*

but what do **THEY** say about me ?



## HOLISTIC STRATEGY & EXECUTION



## CUSTOMER CENTRIC INNOVATION



## EMPATHETIC LEADERSHIP

## SUSTAINABLE VISION

**Juan A. :** Creative, strategic, resourceful and resilient. Coralie combines mindsets and skills that are rare and difficult to find in one person together

Nina R. :

*Reliable - Consistently delivers quality work within timelines*

*Driven - Takes ownership and initiative of projects without needing prompting*

*Resilient - Remains composed and focused in the face of challenges or setbacks*

**Estelle B. :**

*Driven - Committed & passionate, always eager to take on a new challenge & learn*

*Adaptable - Works well in different situations & thinks creatively to overcome obstacles*

*Energetic - Full of vitality & enthusiasm, contributing to a positive & dynamic work environment*





# SWISSKNIFE PROFESSIONAL

*navigating categories & technologies*

I consider myself a **versatile professional** in the B2B world, having gained **extensive experience** across various categories, as well as proficiency in numerous technologies. Throughout my career, I have assumed diverse roles spanning **marketing, sensory analysis, consumer insights, sustainability and portfolio management**. This breadth of experience has equipped me with **adaptability** and a **quick learning** ability, enabling me to readily **transition** into new categories and **master emerging technologies**.

## TECHNOLOGIES

- YEAST EXTRACTS
- STOCKS & BROTHS
- UMAMI
- SALT
- KOKUMI
- SWEET MODULATION
- MASKING
- MOUTHFEEL
- CITRUS
- VANILLA
- COCOA
- COFFEE
- BOTANICALS
- STRAWBERRY

## CATEGORIES

BAKERY

BEVERAGES

DAIRY

CONFEC-  
TIONARY

SNACKS

SAVOURY

PHARMA

ORAL  
CARE





# CAREER MILESTONES

## *a journey of achievements*

### Some noteworthy achievements throughout Coralie's career:

Transforming a regional initiative into the **N°1 marketing campaign for five consecutive years**, yielding up to 9000 leads annually

9000

**Securing** a long-desired core listing with a **strategic customer**

core listing

**Innovating** in our communication style by creating one of the **earliest Ceros interactive** pages within the business.

Ceros™

Establishing the **first interactive sensory database** focusing on strawberry yogurts in Europe.

1<sup>st</sup>

**Spearheading** the delivery of **27+ impactful marketing campaigns**, including **5 within a 7 months span** in 2021. This involved end-to-end content creation, comprehensive communication planning covering PR and social media.

27

360°

Overhauling a **360° Marketing solution** of a brand.

x2

Significantly **enhancing project win rates from 16% to 30%** during my tenure as project manager.

15

Crafting **15 actionable strategies** to drive **business growth**.

Drinks

Collaborating with an intern to develop a **methodology for measuring drinkability**.

LCA

Pioneering the integration of **sustainability into the Taste Business**, culminating in the development and implementation of the **first Life Cycle Assessment (LCA)** and **sustainability calculator**.

My biggest satisfaction is to mentor & guide talented individuals



# DRIVING FORCES

## *unveiling Coralie's inspirations*

To bring out my best, it's essential to understand my motivations:



I thrive on **continuous learning** and am deeply passionate about it.



A **collaborative environment** fuels my productivity; I'm committed to fostering positivity within teams.



Granting **autonomy** allows me to excel, though I remain fully engaged in **teamwork**.



My **curiosity** drives me to comprehend consumer behavior deeply; dedicating time to market and consumer research enhances my **marketing acumen**.



As a **wildlife photographer**, my keen **aesthetic sense** enriches my presentations, reflecting my commitment to excellence. Discover more pictures on [www.coralieperrin.com](http://www.coralieperrin.com)



An **abundance of ideas** fuels my creativity; I require freedom to express my innovative concepts.



Both as a mother and wildlife advocate, I'm drawn to industries dedicated to **building a better world**.



I'm driven by a profound belief in addressing the dual challenges of **human and planetary health**. Contributing to solutions in these areas fills me with a sense of purpose and pride





# UNLOCKING CORALIE'S VALUE

*what's in it for you*

## UNIQUE only 1 item in stock



A **versatile** marketer equipped with a distinctive blend of skills & diverse experiences poised to infuse fresh perspectives into your organization.



For professionals in the Ingredients specialty realm, Coralie brings forth robust **business acumen**, ensuring the delivery of **impactful marketing strategies**.



A dynamic and passionate team player known for instilling **positive energy and fostering collaboration** within teams.



A **creative visionary** constantly crafting innovative marketing solutions to elevate your brand's presence and differentiation.



A **driven** professional committed to punctual delivery and adept at managing multiple projects concurrently, **driving business growth**.



A **resilient** person, capable of navigating challenges and setbacks with determination, ensuring timely project delivery and success.

## HIRE ME TODAY & LET'S ACHIEVE GREATNESS TOGETHER!



Linked 



Detailed Resume

