# When STRATECIC STRATECIC Meeks CREATIVE

Cora/ie Garcia Perrin



#### **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



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





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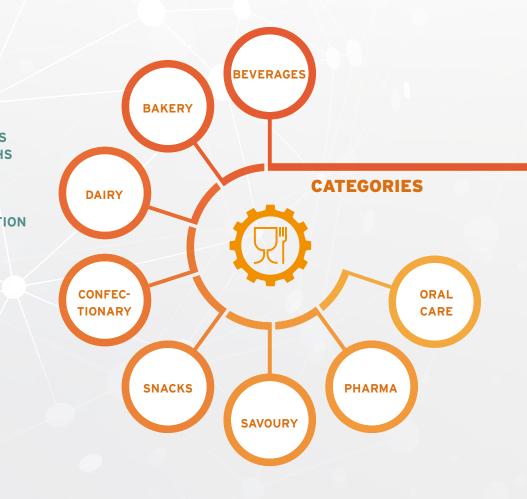
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### **SWISSKNIFE PROFESSIONAL** *navigating categories & technologies*

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**.

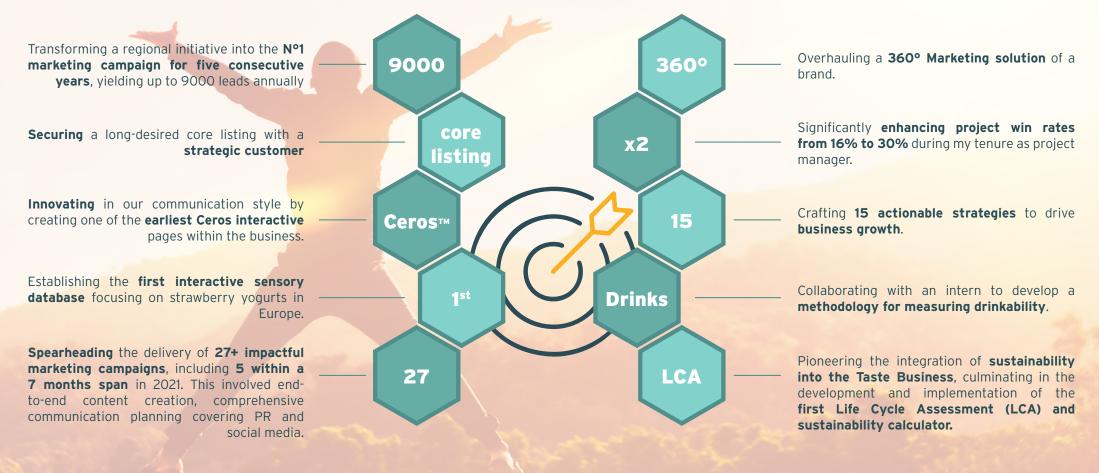
MSG 2 YEAST EXTRACTS **STOCKS & BROTHS** UMAMI SALT KOKUMI SWEET MODULATION MASKING **TECHNOLOGIES** MOUTHFEEL **CITRUS** VANILLA COCOA COFFEE BOTANICALS **STRAWBERRY**  $\mathcal{C}$ 





#### **CAREER MILESTONES** *a journey of achievements*

Some noteworthy achievements throughout Coralie's career:



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** 



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*





A **versatile** marketer equipped with a distinctive blend of skills & diverses 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!



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Detailed Resume