



Coralie Garcia-Perrin

MARKETING, CONSUMER, SENSORY & SUSTAINABILITY EXPERT

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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

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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. 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 flavours and fragrances industry, the food & beverages, cosmetic, pharma or sportswear industry.

EXPERTISE



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 - 2024.

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.

WHO I AM?

An empathic manager

8 years of management
up to 21 people managed simultaneously

A continuous learner

4 sensory & consumer insights trainings
1 assertivity training
2 management trainings
2 sales training
2 ongoing trainings: digital marketing
and social media

Passionate about Taste

Interested in a taste career since high school
Love to discover new cuisines
Love to bake

Human understanding centric

9 years in consumer sensory insights
9 years in marketing
Passionate about market trends
Love to discover new cultures

Sustainability advocate

2 years in a sustainability role
wildlife photographer
Mother of 2

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

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

=
patience & aesthetics