

# GLOBAL STRATEGIC MARKETING & INNOVATION DIRECTOR

## Taste, Flavours & ingredients

Global Marketing & Strategy Leader with 18+ years in Taste, flavours & ingredients, shaping growth agendas across beverage, savory and SG&D solutions. I excel in matrix management, orchestrating global teams and multi-disciplinary stakeholders to transform portfolios and build platforms that deliver €1M+ revenue impact.

I drive category acceleration—delivered circa 4.2M€ incremental revenue in 3 years by accelerating CAGR from 2% to 7%—by connecting consumer insight, R&D, and regulatory disciplines to create sustainable, health-driven innovation. A recognized industry voice, I lead digital transformation across marketing and product ecosystems and mobilize large, cross-functional teams worldwide to unlock competitive advantage.

### WORK EXPERIENCE

2025 - PRESENT

#### FLAVOUR MARKETING LEAD - FOOD EAME

*ADM, LE TIGNET (FR)*

Lead marketing with a focus on strategic positioning, innovation alignment and customer impact for the European Food business; member of the EAME Food Leadership Team and active player in a matrix organization across regions and functions.

- Built **ADM's first savory flavours strategy in EAME**, shifting the focus beyond a slow-growth core category to high-potential platforms such as sauces, opening strategic discussions with new customers including Barilla.
- Directed the Flavor & Color Trend Campaign for 2026, completely **reshaping the foresight process to deliver more accurate, data-driven strategic directions** and a stronger link between trends, innovation priorities, and portfolio focus.
- **Led cross-functional, matrix teams** (marketing, CD&D, insights and commercial stakeholders) to align on savory and sweet flavor priorities, ensure consistency of messaging, and secure buy-in for the new strategic direction.

2024 - PRESENT

#### INDEPENDENT CONSULTANT – BRAND & GROWTH STRATEGY

*Self employed, LE TIGNET (FR)*

- Opened strategic partnerships for an AI startup in F&B, **driving €120K+** in new business through targeted positioning and outreach.
- Reversed declining market share for a flavor solutions company by **reshaping portfolio strategy and messaging to better influence technical buyers**.

2019 - 2024

#### GLOBAL STRATEGIC MARKETING DIRECTOR SWEET & DAIRY TASTE

*KERRY Grasse (FR)*

Owned the global growth strategy for Kerry's €900M Sweet & Dairy portfolio, spanning citrus, cocoa, coffee, vanilla, botanicals, dairy & non-dairy flavors, cheese powders, and Modulation technologies (sugar reduction, mouthfeel, masking, salt reduction). Led portfolio positioning, innovation alignment, and commercial activation across 4 regions..

- Drove category acceleration, **increasing the Modulation segment from 2% to 7% CAGR**, through consumer-led portfolio innovation and a sharpened value proposition for sugar reduction, masking, and mouthfeel technologies.
- Architected 16 **global marketing campaigns**, including 5 delivered within a 7-month window, generating circa €1.5M in attributed revenue, with a €150K budget.
- Scaled Taste Charts into the **#1 global demand-generation engine**, delivering over 9,000 qualified leads, and influencing a €1M+ commercial pipeline annually. **Led the digital transformation of this program**.
- Launched 15 breakthrough innovations and secured a global strategic partnership with **PepsiCo**, generating **€500K incremental revenue** and strengthening Kerry's position in coffee extracts.
- Acted as **Interim Marketing Lead for GKA Alcoholic Beverages**, collaborating with major customers including AB InBev, Heineken, Carlsberg, and Molson Coors; secured two core listings, strengthened global account penetration.
- Led and mentored a high-performing global marketing team, monitoring talent across Ireland, the US, LATAM, and APAC; **promoted my two direct reports to senior roles within 18 months**, recognized for an uplifting, empowering leadership style.
- Worked in a **highly matrixed environment**, partnering with regional presidents, R&D, sensory, regulatory, insights, finance, and commercial leaders to align innovation strategy with business objectives and execution plans.

2021 - 2023

#### GLOBAL TASTE SUSTAINABILITY LEAD

*KERRY Grasse (FR)*

Developed Kerry's Taste division sustainability roadmap, embedding ESG into growth strategy and innovation frameworks.

- Built and operationalized the division's **first sustainability framework**, aligning R&D, regulatory, procurement, commercial, and leadership around shared KPIs.
- Led global initiatives including **LCA deployment, smallholder farmer programs, and upcycling efforts** to enhance transparency and strengthen differentiation across key raw materials.
- **Integrated sustainability KPIs into R&D gateways** and prioritization tools, accelerating low-footprint, clean-label, and upcycled innovation.
- Equipped regional teams with sustainability toolkits, narratives, and impact data, strengthening commercial credibility and strategic customer engagement.

### ABOUT ME

Name	Coralie Garcia-Perrin
Address	06530 LE TIGNET
Email	perrincoralie@yahoo.fr
Phone	+33 767 721 021

	<a href="https://www.linkedin.com/in/coraliegarciaperrin">www.linkedin.com/in/coraliegarciaperrin</a>
	<a href="https://www.cv.coralieperrin.com">www.cv.coralieperrin.com</a>

### KEY ACHIEVEMENTS

+5pts	CAGR on modulation through innovation
Best	Marketing campaign 5 years in a row
+527%	Lead on Taste charts 2021 vs. 2022
X2	Win Rate From 15% to 30%
2	Core listing gained
1st	LCA performed
29	People managed

### LANGUAGES

FRENCH	- Native
ENGLISH	- Fluent
GERMAN	- BASICS
SPANISH	- BASICS

# ABOUT ME

## People-Centered Leadership

8 years of management

up to 18 people managed simultaneously

## Curious & Committed Learner

4 sensory & consumer insights trainings

1 assertivity training

2 management trainings

2 sales training

1 digital marketing training

continuously learning

## Passionate About Food, Culture & Human Insight

Interested in a FMCG career since high school

Love to discover new cuisines and scents

10 years in consumer sensory insights

10 years in marketing

Passionate about market trends

Love to discover new cultures

## Sustainability-Driven Strategist

2 years in a sustainability role

Photography exhibitions to raise awareness

about biodiversity

# WORK EXPERIENCE (CONTINUATION)

2018 - 2019

## INTERIM MARKETING DIRECTOR - TASTE - EUROPE

KERRY Naas (IE) Grasse (FR)

Led regional marketing during a leadership transition, overseeing strategy, budgeting, innovation planning, and cross-functional alignment across Taste.

- Unified Kerry's global Taste value proposition, partnering closely with the Taste Leadership Team to harmonize messaging, capabilities, and commercial storytelling across all regions.
- Managed a €210K budget, delivered C-suite presentations, and strengthened governance around innovation processes, stage-gates, and portfolio decision-making.
- Authored multiple articles published in Food Ingredients First, strengthening Kerry's external visibility and industry thought leadership.

2016 - 2018

## SENIOR CATEGORY MARKETING MANAGER SAVOURY & SNACKS - EUROPE

KERRY Naas (IE)

- Built the EMEA strategy across five core categories, shaping regional priorities and contributing to 10 successful B2B campaigns that strengthened customer engagement and opportunity creation.
- Developed innovation roadmaps aligned to megatrends and customer insights, with a strong push on savory flavors, yeast extracts (umami, kokumi, salt reduction), broths & stocks and infused oils, enabling more differentiated and on-trend product pipelines across key applications.

2015 - 2016

## PRODUCT MANAGER SAVOURY & SNACKS - EAME

GIVAUDAN Kemptthal (CH)

Managed a €150M savory modulation portfolio, strengthening competitiveness through rigorous gap analysis, proactive portfolio optimization, and innovation management across umami, kokumi, richness, and salt reduction solutions.

- Identified, developed, and commercialized key platforms, including the Richness in Savory program, enhancing customer value and differentiating Givaudan's savory offering.
- Led a pilot project that increased win rate from 16% to 30%, demonstrating strong commercial influence and improved alignment between marketing, R&D, and sales execution.
- Delivered a wellness-focused customer event with 100+ participants, reinforcing Givaudan's leadership in healthier formulation and strengthening engagement with strategic accounts across all categories.

2014 - 2015

## SENSORY GROUP LEADER SWEET GOODS - EAME

GIVAUDAN Dubendorf (CH)

Managed 50+ sensory and consumer studies for the Sweet Goods Business Unit, delivering insights that supported customer briefs, innovation decisions, and customer visits.

- Implemented the CATA methodology, improving sensory rigor, consistency, and decision-making across projects.
- Led the digital transformation of sensory capabilities by creating a strawberry yogurt sensory database and a project management tool, increasing efficiency, traceability, and cross-functional alignment.
- Managed a team 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 CLÉMENCEAU, NANTES (FR)
2000	French Baccalaureat in Science, with Honours LYCÉE GRANDMONT, TOURS (FR)

Digital Marketing Fundamentals GOOGLE / 2024

Selling skills KERRY / 2023

Insight messaging KERRY / 2018

Leadership senses begin GIVAUDAN / 2014

Manager essentials CEGOS / 2014

Targeting the consumer emerging issues & method HAL MACFIE / 2012

The fundamentals of project management COMUNDI / 2010

Assert oneself to interact better COMUNDI / 2009

# REFERENCES

## Antoine Nourrain - Kerry

Former Taste President Europe & APMEA

## Juan Gabriel Aguiriano Nalda - Kerry

Group Head of Sustainability

## Michele Van der Walt - Givaudan

Former Savoury & Snacks Marketing Director