

PROFILE

- Strategic planning, Innovation & Insights professional with 15 years + experience, focused on CPG industry, certified in Design Thinking
- Recognized as a strong consumer advocate & trusted strategic partner that inspires & supports marketing / sales teams on business strategy & pipeline fueling
- Ability to leverage learnings and connect dots across multiple sources of data to identify key challenges, white space opportunities, market/consumer trends & to support short & long-term business planning
- Strategic thinker, with proven ability to challenge the status quo, champion recommendations & influence key decisions
- Strong communication & storytelling skills
- Ability to collaborate well cross-functionally, with teams across multiple geographies
- Strong coaching & team leadership skills
- Extensive international experience (France, North Africa, Sub-Saharan Africa including South Africa)
- Bilingual: French & English

WORK EXPERIENCE

AUG. 2010 TO AUG. 2019

BEL CHEESE / CASABLANCA, MOROCCO

Regional Consumer & Market Insights Senior Manager for Greater Africa

Promoted Regional Consumer & Market Insights Lead in Jan 2012,

and to Regional Head of Strategic Planning & Insights//Cheese & Dairy categories in Jan 2016

Key Achievements

- Developed & managed an annual market research budget of 1,5MM\$ +across **Greater Africa region**. Key markets: Morocco & Algeria, TOP 2 **The Laughing Cow** countries worldwide in Net Sales
- Introduced & established as best practice **transformation workshops & learning dockets** resulting in a solid **knowledge base** for the **cheese & dairy categories** across the region
- As the **Voice of the Consumer**, initiated first ever Consumer Connect Program aimed at reinforcing **consumer centricity** among business teams
- Recruited & coached a team of 3 research executives into highly performing business partners
- Selected and managed a reliable pool of research vendors, ensuring best in class service & ROI for the business

Market & Consumer knowledge

- Championed first ever **shopper understanding project** in BEL Morocco, resulting in the definition of a winning strategy in modern trade (including assortment optimization & merchandising action plan)
- Recommended & implemented first **Food & Snacking Trends** study in Morocco, served as the foundation for building innovation platforms for The Laughing Cow & Kiri in Snacking

Portfolio Innovation & Renovation

- Led a multi stage process to identify **growth opportunities in Cooking across MEGA** region and to translate them into relevant innovation platforms. Resulted in massive buy-in at corporate level and GO DEV of culinary sauces product platform.
- Actively contributed as core team member in assessing the potential of **Kiri Brand stretch in Dairy** and in defining a relevant brand territory and innovation portfolio. Project presented to & approved by MEGA region board members. Kiri Milk successfully launched in 2018 and range of yoghourts followed in 2019
- Led a 3-year research plan for developing **TLC Délice de Lait** (pouch format), successfully launched in Sub-Saharan Africa in 2018.

Brand Strategy & Positioning

- Recommended & led a **360 diagnosis** (including semiotics analysis) of **The Laughing Cow communication history** within the Moroccan advertising landscape that resulted in the definition of powerful communication codes & guidelines for the brand
- Led a major study to understand **culinary market in Morocco** and supported the local teams in defining a **strategic vision** for brands The Laughing Cow & Kiri in Cooking (including positioning, target & innovation pipeline)
- Developed & led an extensive research plan to **restage TLC brand in MEGA region** (including communication development)

Business monitoring

- Supervised the implementation of a monthly automated dashboard featuring **AC NIELSEN** retail audit data & other key metrics for C-suite business reviews
- Negotiated & launched the first Household Panel in the Maghreb region as one of the key FMCG founding companies, in partnership with Kantar
- Revamped Brand Health Tracker in Morocco & Algeria into a reliable tool for strong brand performance monitoring & co-animated each year pre-budget **brand assessment** sessions

OCT 2007 TO APRIL 2010

IPSOS / PARIS, FRANCE

Team Lead, promoted to Account Director in 2009

Client servicing & business development

- Developed & managed a pool of local & international key accounts in the food industry (Lactalis, Nestle...)
 - Analyzed client briefs & designed relevant research proposals
 - Promoted Ipsos business solutions (concept testing, mix optimization etc...)
- + 50% turnover on key accounts in 12 months and improved customer satisfaction

Project management

- Coordinated a cross functional project team from questionnaire validation, fieldwork set up & monitoring, data processing to quality controls
- Supervised deliverables, including data analysis, key conclusions and strategic recommendations
- Presented research findings to clients

People management

Coached a team of 3 research executives

OCT 2005 TO SEPT 2007

KANTAR ADDED VALUE / PARIS, FRANCE

Senior Market Research Executive

- Implemented research projects including questionnaire development, fieldwork set up & monitoring, supervised data processing & quality controls
- Analyzed data, highlighted key insights & ensured best in class deliverables
- Developed a solid experience on strategic & tactical projects covering a large scope of business issues including Brand Equity, Market segmentation, Concept testing
- Key clients: Nespresso, Grand Optical, Shell

FEB 2002 TO SEPT 2005

KANTAR TNS SOFRES / PARIS, FRANCE

Junior Market Research Executive

- Designed & implemented ad-hoc quantitative research projects from proposal to delivery for across multiple industries in Europe

EDUCATION

Certificate, Mastering Design Thinking

2020

MIT Sloan Executive Education, Boston

Master of Business Administration (MBA)

2001

Suffolk University, Sawyer Business School, Boston

Fulbright Scholarship

Master's degree in Marketing

2000

Grenoble IAE (Institut d'Administration des Entreprises), Grenoble Alpes University, France

Bachelor's degree in Business Administration

1998

Al Akhawayn University, Ifrane, Morocco

OTHER SKILLS & INTERESTS

Travel

Fitness & Hiking

French Literature & independent movies