

## Professional Summary

Results-driven Food & Beverages professional with over 10 years of experience in FMCG, Product Development, and Marketing Strategy. Proven track record of driving business growth and leading cross-functional teams to achieve strategic objectives. Currently, spearheading the Food & Beverages division at Inazuma.co as a FB12 level executive.

## Professional Experience

### Head of Food & Beverages

Inazuma.co | January 2020 - Present

### Senior Product Development Manager

Nestle S.A. | June 2015 - December 2019

#### **Key Achievements:**

- Successfully launched 5 new product lines, resulting in a 25% increase in sales revenue
- Developed and implemented a product development process, reducing time-to-market by 30%

#### **Responsibilities:**

- Led cross-functional teams to develop and launch new products
- Collaborated with marketing and sales teams to inform product development strategies

### Marketing Strategy Manager

PepsiCo Inc. | January 2012 - May 2015

#### **Key Achievements:**

- Developed and executed marketing campaigns, resulting in a 15% increase in brand awareness
- Conducted market research and analysis to inform marketing strategies

#### **Responsibilities:**

- Managed marketing budgets and campaigns across multiple product lines
- Collaborated with external agencies to develop marketing materials

### Product Development Coordinator

General Mills Inc. | June 2009 - December 2011

#### **Key Achievements:**

- Assisted in the development and launch of 2 new product lines, resulting in a 10% increase in sales revenue
- Coordinated with manufacturing teams to ensure smooth product launches

**Responsibilities:**

- Supported product development teams in recipe formulation and testing
- Maintained product development project timelines and budgets

## Education

**Bachelor of Science in Food Science**  
University of Wisconsin-Madison | May 2009

## Technical Skills

**Business & Strategy:**

- Marketing Strategy
- Product Development
- Business Development

**Food & Beverages:**

- FMCG
- Food Safety & Quality Control
- Supply Chain Management

**Soft Skills:**

- Leadership & Team Management
- Communication & Collaboration
- Problem-Solving & Analytical Thinking