**Belinda Palviainen**

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**PROFILE**

Highly experienced Product Manager, with over 18 years in business within

multinational, ASX & NZ listed and privately owned companies.

A natural people person and team player, I thrive in dynamic and collaborative values driven

environments. My key strengths include customer focus, product development and project

management that come together to deliver commercial results. Having sourced majority of

products from China, Japan, Thailand, Australia & New Zealand, I am confident working across

different cultures and geographies. I enjoy working with technology and systems to enhance

product and customer impact.

**EDUCATION**

**Bachelor of Business**

Major: Marketing

Minors: HR, Tourism

**Swinburne University**

1996 -1998

**EXPERIENCE SUMMARY**

**WORK EXPERIENCE**

**Meyer Cookware**

May 2018-October 2018 (contract)

Product Manager

60 employees $32 Million Revenue

**Key Accountabilities/Achievements:**

* Manage development for Raco, Essteele, Anolon, Circulon, Prestige brands
* Develop Cookware for launch into Department Stores, Mass and Independent retailers in Australia.
* Specifying and requesting quotes from factories, setting retail pricing based on margin requirements for brands
* Specification of cookware to meet target pricing
* Oversee packaging development in conjunction with Product Assistant

**Karcher**

March 2017 – May 2018

Product Manager

100 employees $54 Million Revenue

**Key Accountabilities/Achievements:**

* Plan, develop, manage and launch Retail Home & Garden products available globally into Australia
* Market analysis to determine relevant pricing models for Australian market
* Work with German or American Product Management teams on annual forecasts, packaging, pricing, approvals for range of products selected products
* Launched a range of Electric & Petrol Pressure Washers & accessories, Indoor cleaning products which contributed to the best sales on record for Karcher Australia

**Blue Zoo Product Marketing.**

October 2014 – March 2017

Principal

## Product Marketing Consulting to clients in professional services and consumer goods

**Key Accountabilities/Achievements:**

* Pilot & launch Change Leadership board game to develop capability for senior managers, project teams and emerging leaders
* Liaise with client in product development, launch planning and packaging
* Market research including competition, industry & market trends, branding

**Davey Water Products Pty Ltd.**

October 2015 – December 2015 (contract)

Business Consultant, 200 employees, $200M Revenue

Reporting to Marketing Director

Davey Water is part of GUD Holdings Ltd (ASX listed) who market and distribute products across Australia/New Zealand comprising market leading brands Sunbeam, Davey Water, Dexion, Oats, Lock Focus, Wesfil and Ryco.

**Key Accountabilities/Achievements:**

* Led Category Reviews for Pool and Water to determine product performance scorecard and provide recommendations
* Developed product submission to secure ranging with key customer – Reece, $20M revenue
* Monthly Marketing Reporting and database reporting

**Methven Australia Pty Ltd**

April 2014 – October 2014 (Contract)

June 2013 – July 2013 (Contract)

Product Marketing Manager, 120 employees, $120M Revenue (NZX listed)

Reporting to Marketing Manager – Australia

World re-known leaders in Shower and Tapware innovation providing a luxury water experience

for consumers across to Retail and Commercial markets in Australia, New Zealand, UK, and

China. Key brands include Methven, SatinJet, Flexispray

**Key Accountabilities/Achievements:**

* Completed full Category review for new $10M segment including full market assessment, gap analysis, sample sourcing, range selection, pricing, portfolio positioning, packaging & merchandising concepts, communications and customer pitch. Resulted in successful ranging through Bunnings
* Work closely with Sales, R&D, and Product Team in NZ to ensure all proposed future product positioning is relevant and competitive in Australia
* Creation of brand plans, including promotional program and launch programs.

## Miele Australia Pty Ltd.

## July 2013 – October 2013

## Product Manager – Laundry & Care Collection, 18,000 employees worldwide, 3.71B Euro (privately owned)

Reporting to Category Manager

## Miele is a world leader in design & manufacturer of premium cooking & baking appliances, refrigeration, dishwashers, coffee machines, laundry care, care collection & floorcare

**Key Accountabilities/Achievements:**

* Design, development and implementation of an integrated range of brand, marketing, promotional and product management programs (The Category Plan)
* Regular analysis and reporting of performance versus forecast, budget and prior year on key performance indicators – sales, margins, promotional performance
* Prepare & deliver monthly presentations to Sales and Marketing teams
* Forecasting consumer demand for Australia & New Zealand for portfolio – due to Miele Chartered Agent distribution model

## Jackel Pty Ltd

## August 2011 – May 2013

## Senior Product Manager, 60 employees, $50M Revenue (privately owned)

Reporting to CEO

## Market leading provider of Infant & Nursery products across Australia, New Zealand

## and Asia with key brands including Tommee Tippee and Happy Baby

**Key Accountabilities/Achievements:**

* Developed the Happy Baby bottle that won CANSTAR Blue Award for ‘BEST BABY BOTTLE – PARENTS PICK 2012’
* Product and administration tasks for management for Happy Baby and Tommee Tippee portfolio (100+ products) including strategy and product roadmap for the brands, oversee NPD program and ensure strong market brand positioning
* Research markets, monitor trends, and identify potential areas for investment
* Ensure portfolio compliance to Australian and International Safety Standards

## Sanbrook Brands Pty Ltd.

## October 2008 – August 2011

## International Product Manager, 60 employees, $10M Revenue (privately owned)

Reporting to Managing Director

## Founder of Happy Baby, Sanbrook was the originator of value Infant & Nursery Products to

## Australia, New Zealand, USA, Europe and Japan. The brand was so successful it was sold to

## Jacket Pty Ltd in 2011

**Key Accountabilities/Achievements:**

* Successfully managed a large re-packaging and website relaunch, whereby all product packaging was completely redesigned to new style guide and subsequently released to market
* Product and administration management of Happy Baby portfolio (50+) including strategy and product roadmap for the brands, oversee NPD program, supplier management, packaging & advertising and forecasting & inventory planning ensure strong market brand positioning
* Liaising with suppliers of products and components

**Funtastic Pty Ltd.**

October 2006 – October 2008

International Product Manager, 150 employees, $50M (ASX Listed)

Reporting to Business Manager - International

Developer and distributor of market leading children’s products. Brands include: Ben 10, LeapFrog, Razor, Squinkies, Tech Deck, Cabbage Patch Kids, Air Hogs, QuickSmart, Power Rangers, Disney Fairies and Pillow Pets.

**Key Accountabilities/Achievements:**

* Managed the re-launch of website to compliment our products’ new sleek appearance
* Product management of QuickSmart portfolio (20+ products) including development & launch, customer relationship management, supplier management, digital marketing, Australian & international compliance, forecasting & inventory planning, budget, merchandising & advertising
* Minute taking and distribution for marketing and engineering meetings

**Other Work Experience**

|  |  |  |
| --- | --- | --- |
| Dates | Title | Company |
| 2004 – 2006 | Product Development Manager | Playgro |
| 2002 – 2004 | Product Manager | Mistral |
| 2001 – 2002 | Assistant Product Manager | Mistral |
| 2000 – 2001 | Billing Contractor | Telstra |
| 1999 – 2000 | Assistant Product Manager | Pennzoil/Auto Fashions |
| 1998 – 1998 | Casual Merchandiser | L’Oreal |

**Key Accountabilities/Achievements:**

* Development and launch of product line extensions eg toys, feeding, safety, grooming, across household brands Disney’s Winnie the Pooh, Sesame Street, Thomas the Tank Engine and Playgro and successfully ranged in Coles, Target, Baby Bunting, Kmart, Big W
* Successfully developed & launched a licensed brand of Kitchenware for The Australian Women’s Weekly consisting of over 75 products. At the time, this launch resulted in the biggest growth seen in cookware for Mistral’s retailers in 10 years.
* Redesigned key sourcing agreements with suppliers to achieve over $1 million cost turn-around on top 100 selling lines

**Personal Interests & Hobbies:**

Family, Walking, Movies, Netball, Basketball, Football