

Clio Therage

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3 years of experience as Product Manager

WORK EXPERIENCE

Jan 2014
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Junior Product Manager - INNOVATION - DANONE FRANCE

- Exploring long term innovation and product strategy:
 - New need-states exploration to find innovations that ensure lasting and sustainable growth.
 - Consumer's studies: concepts screening & qualitative tests to understand deeply new consumers needs.
 - Competition and trends tracking.
- Innovation Project Management: Leading cross-functional team (8 people) to develop a new brand:
 - Definition of marketing mix (product, price, packaging, promotion..)
 - Exploration of technical feasibility solutions and factories issues.
 - Business case and volumes potential.
- Other: Management of one trainee & Budget management.

2013
1 year

Junior Product Manager - FRUIT STRATEGY - DANONE FRANCE

- Product Design Strategy:
 - Marketing plans: In charge of Innovation / Renovation strategies on fruit dairy market.
 - Leader of "preference mapping" study to understand organoleptic consumers expectations.
- Innovation Project Management: Leading cross-functional team (8 people) to develop new products:
 - Relaunch of RECETTE CREMEUSE brand (TO 20M€): Full mix renovation (4P).
 - Indulgence strategy of VITALINEA brand (TO 120M€): Push & stretch the offer on low fat dairy.
- Other: Management of one trainee & Budget management.

2012
1 year

Junior Brand Manager - GERVAIS (DANONINO) - DANONE FRANCE (TO 70M€)

- Brand Strategy: Ladder & positioning evaluation, brand plans based on insights research:
 - New communication platform: Insights study with 400 mothers over 6 months.
 - Pester Power strategy: New kids platform (website & new mascot).
 - Digital strategy: Exploring new media model based on digital (business case).
- Innovation Project Management:
Leading cross-functional team (8 people) to develop new products and renovation projects:
 - Best Mix study: Cost Out Value In Methodology, how to increase value for consumers by reducing costs.
 - Full mix relaunch: Renovation of CORE BUSINESS around Naturality. Full 360° activation.
 - Innovations: Conquer kids drinkable market + New Target with the discovery of exotic flavours.
- Activation & Business Management:
 - Business reporting & monitoring: sales in / sales out & consumer panel analysis.
 - Activation manager: 3 Big Events & promotions multichannel (copy development, media campaigns, in store promotions & events, CRM, Web games & contents, Kids in pack gifts).
- Other: Management of one trainee & Budget management.

2011
6 months

Assistant Brand Manager - GERVAIS (DANONINO) - DANONE FRANCE (TO 70M€)

- Business reporting: sales in / sales out, consumer panel analysis & Brand Review.
- Multichannel activation projects:
 - PLAYMOBIL partnerships : In store events & cross merchandising. Kids in pack gift.
 - DISNEY CARS 2 license : New range around CARS 2 license (pack & web development).
 - SEEDSCARDS promotion: 360 events around naturality with seedscards in pack gifts.

2010
6 months

Assistant Category Manager & Trade Marketing - LES 2 VACHES - STONYFIELD FRANCE (TO 20M€)

- Category analysis of BIO DAIRY with assortments recommendations: Assist the key account manager.
- Trade marketing operations with clients.

EDUCATION

2011	Exchange MBA Narsee Monjee Institute of Management Studies Mumbai, INDIA
2010	Master degree, Specialisation in Marketing - EUROMED Marseille Business School
2009	Bachelor degree - EUROMED Marseille Business School
2006 – 2008	Intensive program preparing for the national competitive exam for entry in leading business schools – Nice

SKILLS

Hard skills :	Love for food and great products : Understand deeply product attributes (organo & pack) to set innovation strategy. Passionately listens to understand stakeholders (consumer, shopper, KOL). Business analysis & monitoring: Brand review, develop business models, define KPIS and pilote P&L statement. Build & monitoring activation plans with multi-touchpoint stratégies.
Soft skills:	Empowered: Able to manage , coach , give autonomy & bring meaning to a trainee. Enthusiastic transversal leadership in cross-functional team. Fully Committed in every subject: results focused with always optimism and excellence of execution. Doer: Strong sense of planning, organizing and managing priorities to tight frames. Creative thinking & sense of fun.
Languages:	French as mother language, Business English, Medium knowledges in Italian.
IT Skills:	Nielsen Panels & Kantar Panels, Office tools, Photoshop, Light Room & Gimp.

INTERESTS

Arts:	Passion for Photography: http://www.flickr.com/photos/cliotherage/ Theater: Part of a Drama Group LES KANDINSKY with several shows in Paris (600 persons).
Sports:	Softball French National Team during 3 years.
Travels:	Explore cities & new cultures, discover incredible people and places, enjoying food and more.