

## Job description

### Qualitative Consumer Manager

Within Danone R&D organization, Sensory and Behavior Science department (30 collaborators) is supporting the central R&D teams and local R&D and business teams to understand consumer's behaviors and expectations to design outstanding Products, Packagings & Benefits. Their main focuses are the Dairy and Water divisions.

SBS is looking for a Consumer Manager to report to the Sensory & Consumer manager in charge of Digestive Health brand or Cardiovascular Health brand or Innovation

#### Mission & Responsibilities

##### 1) Consumer multi-studies management

- Ensure efficient study management from the internal client need and brief to the implementation of results (select external agencies, brief for data collection & analysis, report, action plan follow up)
- Build ad hoc methodological proposal to answer the need
- Leverage the consumer insights with clear & actionable recommendation to R&D/project team

##### 2) Include consumers in the global R&D strategy in view of business needs

- Leverage consumer **oriented mindset within the organization**
- **Build trust and relationships** with your business partners
- Apply consumer and sensory qualitative and quantitative tools that deliver clear & actionable recommendation to R&D/project team

##### 3) Expertise: Increase credibility of Sensory and Behavior Science department inside and outside Danone

- Leverage science & build external collaborations with universities and experts in order to develop advanced & ad hoc consumer qualitative methodologies
- Roll-out of basic & new consumer knowledge within Danone and especially with local sensory & consumer partners
- Participate actively to scientific communication (paper, congress)

#### Profile

- PhD ( or 2-year experience max ) in sociology/ anthropology / psychology sciences, in Academic Research or in FMCG industry.
- Mastering standard quali techniques (focus groups, etc) & advanced quali techniques (Ethnography, video observation, etc...)
- Preferred : Experiences in leading consumer research on health related benefits
- Preferred : Experiences in implementing innovative methodologies
- Preferred : Experiences in leading consumer research on innovation
- You work and communicate in both French and English. International experience would be a plus.

#### Skills

- Excellent interpersonal skills and strong team player
- Drive & push convictions
- Influence in blurred environment
- Leadership skills
- Flexibility & quick adaptation
- Ability to travel

Please apply to: [pierrick.riviere@danone.com](mailto:pierrick.riviere@danone.com) or [cedric.lannuzel@danone.com](mailto:cedric.lannuzel@danone.com)