

Job description

Quantitative 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.

Mission & Responsibilities

1) Consumer multi-studies management

- Ensure efficient studies management from the internal client need and brief to the implementation of results (select external agencies, brief for data collection & statistical analysis, report, action plan follow up)
- Build ad hoc methodological proposal to answer the need

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 quantitative 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

- Food scientist (Food engineer degree or master degree in consumer science, cognitive psychology or economic applied to food behavior science)+ 2-years experience in Consumer research (in agency or in FMCG industry or in the flavors/fragrances business ...).
- Or PhD in psychology or economic applied to food behavior science
- High level of knowledge on basic quantitative consumer test & data analysis (Product tests - CLT, HUT-Concept test, Typology, Usage & Attitudes, Opinion surveys...)
- Basic knowledge on qualitative consumer methodologies (focus groups, interviews, ethnography,..)
- 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: cedric.lannuzel@danone.com or pierrick.riviere@danone.com