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French nationality
Born 25-06-1977
Master of Chemistry, Univ. Paris XII
Olfactory training in Grasse and Paris
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Fragrance Developer & Consultant

- ✓ I help brands launch the right fragrances and reposition themselves to sell better.
 - ✓ I help fragrance & raw material companies win new projects and identify tomorrow's trends.
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Work Experience

- Since 2002 **PARFUMS, TENDANCES & INSPIRATIONS** - Paris
Clients: perfume & home fragrance brands, fragrance & ingredient companies, perfumery chains. *List:* 
Fragrance evaluation, Product development, Redesign of collections, Trend surveys, Creation of algorithms and use of AI, Marketing strategy, Market watch, Educational tools, Fragrance workshops
- Since 2020 **THE FRAGRANCE FOUNDATION FRANCE** - Paris
Consultant: Market watch, Editorial promotion of member companies, Prospects research, F.F. Awards redesign project, Analysis of CSR / Business / Post-Covid issues
- 2008-2018 **COTY** - Paris
Consultant: Fragrance evaluation, Competitive analysis, Sociocultural studies and uses of perfume, Wording and olfactory classification, Category management, Training tools
- 2015-2020 Creation and management of the professional database Fragrance Encyclopedia (bilingual)
- 2005-2014 **SOZIO** - Paris area
Consultant: Market research, Fragrance development & customer presentations, Trend analysis in fine fragrance & candles / home care / body care & fabric care, Communication relaunch for the 250th anniversary
- 2014 Creation of the B2C website Parfumista, Supervision of the writers, Management of a consumer panel
- 2003-2014 **DSM-FIRMENICH** (ex FIRMENICH) - Paris area
2022-2023 Consultant: Trends & ingredients Studies and workshops, Customer communication tools, Osmoz fragrance database management, Management of a panel of 17 international experts (perfumers, brands, designer...)
- 2008-2014 **GOA PARFUMS** - Paris & Paris area
Consultant: Fragrance evaluation, Reflection and development of new products and gestures (pure perfume, multifunctional perfume...), Fragrance shortlisting, Naming, Training of the company's manager
- 2002 **NACTIS** (ex ARALCO) - Raw material training, Sensory analysis, Formulation
- 2000-2002 **ESTEE LAUDER** - Paris
Origins POS management assistant: Sales advice, Direct marketing, Events communication...
- 1999-2000 **SEPHORA** - Sales assistant: Introduction to retail, Numerous brand trainings (perfume and cosmetics)
- 1999 **MANE**, fragrances and flavours - Grasse, Nice area
R&D Perfumery Intern: Structure-odour relationships, Collaboration with perfumers and the analysis service

Conferences, juries and prizes

Conferences at: Osmothèque, ISIPCA, Premium Beauty News, Rives de la Beauté, International Chocolate trade show...

Jury member: International Perfumer-Creator Award (French Society of Perfumers), Olfactive Designers (Cinquième Sens), Experts & Niche Awards (The Fragrance Foundation), Cosmétique Magazine Awards, Prize "Extraits de Parfum"

Other: Nominated for the Jasmine Awards, Prize awarding of the "Enthusiasm Award" (Olfactorama)

Press quotations

Quoted in the following media: The Times, BW Confidential, Perfumer & Flavorist, La Repubblica, Cosmetics Business, Formes de Luxe, Expression Cosmétique, CosmétiqueMag, Grazia, Fragrantica, Le Monde, Le Figaro, Stratégies...