

**Nicolas Olczyk**  
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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 & Analyst - evaluation, trends, innovation

*I help companies launch the right fragrances, identify trends and reposition themselves to sell better.*

### 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, Creation of algorithms and use of AI, Trend surveys, Educational tools, Fragrance workshops, Marketing strategy, Market watch
- 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
- 2022-2023 **DSM-FIRMENICH** (ex FIRMENICH) - Paris area  
2003-2014 Consultant: Management of a fragrance database (over 5,000 fragrances evaluated), Trends & ingredients Studies and workshops, Management of a panel of 17 international experts (perfumers, brands, designer...)
- 2008-2018 **COTY** - Paris  
Consultant: Olfactory evaluation and categorisation (over 2,500 luxury, masstige and mass-market perfumes), Quantitative analysis of performance, Sociocultural studies and uses of perfume, Competitive analysis, Training and recommendation tools for points of sale and online
- 2015-2020 **FRAGRANCE ENCYCLOPEDIA**: Creation and management of a database for professionals. Listing of over 5,300 perfumes. Classification by trend. Filiation of flankers.
- 2005-2014 **SOZIO** - Paris area  
Consultant: Fragrance development (over 200 perfumes), Customer presentations, Trend analysis for fine fragrances / candles / body care and fabric care, Marketing strategy and Relaunch for the 250th anniversary
- 2014 Creation of the B2C website Parfumista, Supervision of the writers, Management of a consumer panel
- 2008-2014 **GOA PARFUMS** - Paris & Paris area  
Consultant: Fragrance evaluation (over 250 trials), R&D 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 held at: ISIPCA, Osmothèque, Premium Beauty News, Rives de la Beauté, Trade shows

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...