

Nicolas OLCZYK
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47 years old, in a couple, one child
Master of Chemistry, Univ. Paris XII
Olfactory training in Grasse and Paris
French: Native, English: level 4, Spanish: 3
Learning Chinese and Portuguese (Brazil)




Senior Fragrance Development & Innovation Manager

Identifying trends, launching the right fragrances and repositioning to sell better

Skills

- Winning new customers for brands and manufacturers
- Driving innovation, upmarket and transformation
- Evaluating and developing perfumes and scented products
- Determining trends and challenges in the fragrance market
- Improving desirability, brand awareness and CSR commitment

Work Experience

- Since 2002 **PARFUMS, TENDANCES & INSPIRATIONS, consulting firm** – Director – Paris
Clients: luxury and cosmetics brands, beauty manufacturers, retail chains. *List here:* 
Marketing strategy, Trend surveys, Product development, Sensory evaluation, Creation of algorithms and use of AI, Consumer testing, Training, Team management
- Since 2020 **THE FRAGRANCE FOUNDATION FRANCE** – Consultant – Paris
Market watch, Editorial promotion of member companies and prospects, F.F. Awards redesign project, Analysis of CSR / Innovation / New markets / Business / Packaging / Sourcing issues
- 2022-2023 **DSM-FIRMENICH** (ex FIRMENICH) – Consultant – Paris area
2003-2014 Trends & ingredients Studies and workshops, Management of a general public database (5,000+ fragrances evaluated), Management of a panel of 17 international experts (perfumers, brands, designer...)
- 2008-2018 **COTY** – Consultant – Paris
Competitive analysis, Evaluation and categorisation (2,500+ fragrances), Quantitative analysis of performance, Sociocultural studies of perfume use, Training and recommendation tools
- 2015-2020 **FRAGRANCE ENCYCLOPEDIA** – Director: Creation and management of a database for professionals, Listing of over 5,300 perfumes, Classification by trends and genealogy
- 2005-2014 **SOZIO** – Consultant – Paris area
Trend analysis for cosmetics, body products, candles, fabric care and fine fragrances. Customer presentations, Marketing strategy and Relaunch for the 250th anniversary, Fragrance development
- 2008-2014 **GOA PARFUMS D'AMBIANCE** – Consultant – Paris & Paris area
Fragrance development, R&D of new products and gestures, Training of the company's manager
- 2000-2002 **ESTEE LAUDER** – Origins POS management assistant – Paris: Sales advice, Direct marketing
- 1999-2000 **SEPHORA** – Perfume & beauty sales assistant – Paris & Paris area
- 1999 **MANE**, fragrances and flavours company – R&D Perfumery Intern – Grasse/Nice area
Structure-odour relationships, Collaboration with perfumers and the analysis service

Conferences and juries

Lectures for Premium Beauty News, L'Oréal, ISIPCA, Osmothèque, Nez, ingredient suppliers and trade shows:
AI and creation • Money and perfume • Online experience • Fragrance trends of the future • Masculinity • The niche market • Fragrance words understood by consumers • Brand heritage and new classics...

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

215+ press quotations

The Times, BW Confidential, Perfumer & Flavorist, Cosmetics Business, Nez, Formes de Luxe Expression Cosmétique, La Repubblica, CosmétiqueMag, Le Monde, Le Figaro, Stratégies, Challenges...