




# blandine Jacquinet

Marketing Manager | Head of  
Marketing | Marketing Director  
| FMCG | Healthcare | Beauty  
| France | International

 Paris, France

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## Links

 [LinkedIn](#)

## Languages

English (Fluent)

French (Fluent)

German (Basic)

## About

Value Proposition: Brands Booster

- 1st Brand Strategy and Marketing Plan creation (see Menicon brand)
- Successful local Adapt of Global strategies (see Schwarzkopf & Indola brands - Henkel)
- Strategic relaunch: vision, positioning and brands mix (see Danao - Agrial, K2R - SC Johnson brands)
- Strategy reinforcement via innovation and communication (see Pfizer, Dim, Caprisun - Coca Cola, Cadbury brands)

Strong FMCG (Food, Home cleaning, Textile...), Beauty Care and Health Care OTC and RX (Pain, Cold & Sinus, Digestive, Food Supplements, Skin Care) Marketing experience

- B2B - B2C - B2BC

Significant background in:

- Strategic Marketing - Growth strategy
- Consumer Insights - Consumer Experience Journey
- Marketing mix management
- Brand planning
- Innovation strategy, brand launch and repositioning
- Sustainability
- Digital Marketing - UX Design
- Project Management
- Category Management - Trade Marketing - Customer Marketing
- Communication - Media
- Team Management

Soft skills:

- Leadership
- Team and collaborative spirit
- Self-motivated and driven
- Innovative and proactive
- Quick thinking and adaptable
- Reliable and flexible
- Passionate about driving projects forwards and developing teams
- Performance-driven and results-oriented

### BRANDS WORKED WITH

Cadbury France

Coca Cola Enterprises

DANAO

Hanes France

Henkel

Menicon

Pfizer

Pfizer Consumer Healthcare

SC Johnson

Tereos

## Experience



### ● Senior Marketing, Trade Marketing & Digital Manager – FTC

Menicon | Oct 2022 - Oct 2023

Brand: Menicon

Category: Ophthalmology - Contact Lenses and Lense Care Product

Turnover: 25 M€ - Budget: 1 M€.

Management: 3

Reporting: Sales & Marketing Director – Sales & Marketing Board Member

- Marketing strategy and Brand Planning
- Digital strategy and UX Design.
- CRM planning.
- Brand and Private Labels strategy + Commercial policy and trade tools.

Key Achievements & Results:

1st local Marketing Strategy

1st local Annual Action Plan

1st Commercial Policy (including 2023 price list)

Trade Marketing Lead (Trade reviews, Trade presenters, communica-

tion and action plans...)

Consumers website upgrade

Turnover growth: +5%



## ● Senior Marketing & Trade Marketing Manager

Henkel | Apr 2021 - Sep 2022

Brands: Schwarzkopf Professional, Indola

Category: Hair Beauty Care - Turn-Over: 50 M€ - Budget: 4 M€.

Management: 3 Brand Managers + 3 Junior Brand Managers

Reporting: Art, Event and Marketing Director

- Local brands strategies (key focus: Digital & Innovation).
- CSR initiatives recommendation and implementation.
- Trade Marketing strategy and online + offline plans.

Key achievements & Results:

Schwarzkopf & Indola brand's strategy reinforcement: 2021 Brands net turn-over growth: +18.1%

Direct Customers & Key Accounts trade marketing planning: 2021 Channels net turn-over growth: +21.5%



## ● Senior Marketing Manager

Pfizer | Jan 2018 - Jan 2020

Brands: Advil, Centrum, Nexium, Caltrate, Imedeen, Kamol

Category: OTC - RX - Medical Device - Pain - Cold & Sinus - Digestive - Food Supplements - Skin Care

Turn-Over: 20 M€ - Budget: 5000K€.

Reporting: Managing Director

- Brand Strategy, Brand Planning & Brand Activation (expert, consumer and shopper).
- Marketing mix management and trade marketing management (Channels : E-commerce, Brick & Mortar).
- On-line and Off-line communication and media strategy.
- Innovation Lead.

Key achievements & Results:

Strategy: Integration of a new brand ecosystem including KOL + Expert, Shopper and Consumer Experience Journey to the Brand Growth Plan

Marketing Plan: Switch to a digital expert, consumer and shopper activation policy

Channel extension: Para-pharmacy (drugstores), E commerce (Amazon)

Innovation: Centrum relaunch, RhinAdvil breakthrough innovation

Turn-Over Growth : + 6 %

## ● Senior Marketing Manager (FTC)

DANAO | Jan 2017 - Jan 2018

Brands: Danao, Sunny Delight

Category: Fresh Juice - Turn-Over: M€ 25 - Budget: M€ 4

Management: 2 Brand Managers

Reporting : Board

- Strategic Marketing plans including CSR, new biz and innovation strategy.
- Communication and Media (On-Line & Off-Line) strategy definition and roll-out.
- On Trade and Off Trade Marketing action plans definition and activation

Key achievements & Results :

2018 Strategic Plan Reinforcement : Value Sales Growth : +2.7% MAT P6/2018

\* Brands and products communication (signature, claim, storytelling, pack design...)

\* Brand Nutritional pitch

\* Innovation (positioning and mix: recipe, design, pricing...)

2019 Strategic Plan Elaboration:

\* Danao Strategic Brand Relaunch: positioning, offer, recipe, format, conditioning, design, pricing, communication, activation...

\* Sunny Delight: Redefinition of Category role and brand platform. Corresponding brand design, communication, innovation and activation projects roll-out

## ● Senior Marketing Manager (FTC)

Pfizer Consumer Healthcare | Jan 2016 - Jan 2017

Brands: Advil, Advil Children, Advil Cold & Sinus, Thermacare  
Category: OTC - RX - Medical Device - Pain Relief - Respiratory  
Turn-Over: M€ 20 - Budget: M€ 5.  
Management: 2 Brand Managers  
Reporting: Management Board

- Brands Strategy (vision, positioning, segmentation, activation,...).
- Marketing mix management (portfolio, pos, promotion, pricing, sampling...).
- Implementation of a new communication and media strategy (new TV copy and digital approach...)
- NPd strategy and activation lead (local and global projects management).

Key achievements:

- New Advil brand content (communication + media)
- Local RhinAdvil innovation platform and concepts adopted globally
- Elaboration of a customer centric marketing policy
- Key Marketing Research Lead: U&A + Merchandising Studies

## ● Senior Global Marketing Manager

Hanes France | Jan 2014 - Jan 2015

Brand: Dim  
Category: Women underwear – Turn-over: M€ 125- Budget: M€ 4.  
Management: 2 Brand Managers + 2 Assistant Brand Managers  
Reporting: Management Board

- European brand strategy definition and implementation (vision, positioning, range, communication).
- Seasonal collections development.
- Innovations funnel creation and activation (concept, branding, segmentation, offer).

Key achievements:

- Spring / Summer 16 collection development and launch – Fall 16 / Winter 17 collection briefing and roll-out
- « Pockets » range relaunch: 50% of brand volume
- Brand reinforcement on modernity and femininity items (through positioning, product's offer, communication, packaging, claim,...)



## ● Senior Global Brand & Category Manager

SC Johnson | Jan 2012 - Jan 2014

Brand: K2r  
Category: Home Care – Turn-over: M€ 25 - Budget: M€ 3.  
Management: 1 Junior Brand Manager  
Reporting: Management Board

- Brand consumers and customers strategy and plan (vision, role, assortment, price, promotion, merchandising, customer's reviews).
- Brand relaunch (positioning, design, innovation, communication).

Key achievements & Results:

- K2r Brand relaunch: ROS: +20% on the number 1 item of the brand and of the market / Profit improvement: +30%
- Brand sales management (legal, marketing and commercial transition): leadership and market share maintained
- Elaboration of a new global brand launch and investment plan: from the business case to the comprehensive marketing, sales and financial 5 years launch plan



## ● Senior Global Brand Manager

SC Johnson | Jan 2011 - Jan 2012

Brand: K2r

Category: Home Care – Turn-over: M€ 25 - Budget: M€ 2.

Management: 1 Junior Brand Manager

Reporting: Management Board

- Growth strategy (market research, key consumer insights identification, innovation plan,...).
- Products mix management (promotion, price, offer,...).
- B to B management (franchise brand).
- Corporate media coordinator.

Key achievements & Results:

3 years innovations pipeline creation (including concept screening: 10 concepts tested:

4 concepts qualified: 1 breakthrough innovation - 2 products innovations

- 1 packaging innovation

Implementation of a brand innovation culture (Brand owner / R&D,...)

## ● Senior Brand Manager (FTC)

Coca Cola Enterprises | Jan 2010 - Jan 2010

Brand: Capri-Sun

Category: Fruit Juice – Turn-over: M€ 75 - Budget: M€ 1.

Management: 1 Junior Brand Manager

Reporting: Management Board

- Brand strategy and marketing plan development and activation.
- Customers and sales force action plans initiation and roll-out.
- B to B management (manufacturer).

Key achievements & Results:

3 years LRP Kick-off: recommendation to switch from a point of buying strategy to a brand strategy (consumer's recruitment, communication, ....)

Elaboration and roll-out of seasonal promotions (Asterix partnership,...) and sales force incentives

All growth KPI's reached (Turn-over, WD, Market share,...)

## ● Innovation Project and Process Manager

Cadbury France | Jan 2007 - Jan 2009

Brands: Hollywood, Malabar, Carambar, Pie Qui Chante, Vichy, Kiss Cool, La Vosgienne, 1848, Poulain

Management: Transversal projet team: 12 people

Reporting: Management Board

- Identify and lead transversal marketing projects (market review, re-search, recommendation, implementation).
- Innovation development process Lead.

Key achievements & Results:

Chocolate category mix and portfolio strategy rework: 1 point margin gain

Implementation of a more efficient innovation process and culture:

Key objectives met: 20% of business performed with innovation

- Launch lead-time aligned with FMCG best performers

## ● Senior Innovation Brand Manager

Cadbury France | Jan 2006 - Jan 2007

Brands: 1848 + Poulain

Category: Chocolate – Turn-over: 250 M€ - Budget: 500K€

Management: 2 Senior Brand Managers

Reporting: Management Board

- Responsible for product category innovation.
- Concept, products development with R&D, packaging and graphic design briefs.
- Trade assortment and innovation policy management.

Key achievements & Results:

Launch of 4 new premium ranges of products: 4 products in market top 10

MT/LT Funnel innovations build

Trade assortment recommendation optimisation: Total Brand WD gain:  
+ 2 pts / Total Brand market share gain: +1 pt

### ● Export Manager Asia - America

Cadbury France | Jan 2001 - Jan 2005

Brands: Hollywood, Malabar, Carambar, Pie Qui Chante, Vichy, Kiss Cool,  
La Vosgienne, 1848, Poulain

Category: Confectionery – Turn-over: 5M€

Reporting: Management Board

- Elaborated and implemented marketing and sales strategies.
- Distribution network management (distributors, agents,...)
- International key account negotiations (Carrefour, Provera, Casino).

Key achievements & Results:

Turn-over growth: +10%

New markets development: Singapore, South Korea

Hollywood brand leadership secured and maintained in the Caribbean  
region

Key accounts listings: Provera: Pie Qui Chante - Carrefour International:  
Poulain + 1848



### ● Global Marketing Manager

Tereos | Nov 2023 - Now

Category: Plant-based Food

Turn-Over: M€ 10 - Budget: M€ 0.5

Management: 3

Reporting: Managing Director

- Brand strategy (positioning, value proposition, story-telling) and architecture.
- Innovation strategy (roadmap by key target and usage, concepts).
- Customers and brand digital communication (mailing, website, social media).
- Market analysis + market monitoring (recommendation and roll-out).

Key Achievements:

Conversion of a set of brand attributes, benefits and values into a structured brand strategy including brand pyramid, value proposition, positioning and claim

Move from a list of innovation ideas to an innovation strategy and plan

Implementation of customers digital support (customers' website and communication tools) to reinforce brand visibility and awareness.

Social media audit translated into an actionable strategy and action plan.

## Education & Training

### ● Oregon State University

Master 2 : Master of Business Administration (M.B.A.),

### ● Université Jean Moulin (Lyon III)

Master 1 : CCA,

### ● Lycée La Martinière Duchère

Bachelor's Degree,