

Dynamic and innovative Insights professional with a passion for building impactful solutions rooted in deep human insights and data-driven strategies. A change agent, who excels in navigating the complexities of the fast-paced business landscape, connecting dots to uncover overlooked opportunities. Committed to a relentless pursuit of knowledge sharing, offering actionable strategies to drive meaningful change. Through a people centric approach fostering the development of brands that matter ultimately driving growth for the organization.

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| ✓ Market & Consumer Trends | ✓ Strategic Planning | ✓ Audience Segmentation | ✓ Behavioral Science |
| ✓ New Product Development | ✓ Foresight | ✓ Omni-channel/Digital/Journeys | ✓ Agile methodologies |
| ✓ Innovation Accelerators | ✓ Positioning | ✓ Portfolio Strategy | ✓ Data driven storytelling |

EXPERIENCE

FLORA FOOD GROUP (Hackensack, NJ) Innovation Insights Senior Manager January 2025 - August 2025

Identified global portfolio & innovation pipeline optimization opportunities using primary & syndicated data (internal financials, NIQ/Circana, global market data) and led cross-functional strategy workshops to drive product acceleration initiatives.

Implementing consumer segmentation and category growth analytics touchpoints across stage-gate processes to inform positioning & go-to-market strategies. Awarded step up promotion within the first 6 months.

COLGATE PALMOLIVE (New York, NY) Challenger Brand Consumer Insights Manager September 2022 - December 2024

Lead insights for Colgate's natural personal/oral care portfolio (Tom's of Maine and Hello). Have built a consumer-first mindset for marketing partners through constant high touch collaboration to drive overall business growth.

Have led multiple successful new product initiatives (Tom's deodorant relaunch program, Hello graphics redesign, Vit C toothpaste).

Developed foundational trend frameworks "What's New in Naturals" and "Challenger Brands" analyses that are presented annually shared company-wide

Develop cost-efficient learning plans that cover the entire innovation pipeline for both personal & oral care. Skillfully communicating insights and recommendations to engage brand stakeholders and drive action.

Promoted in 1 year with increase in responsibilities; recipient of Colgate Palmolive's NA Marketing LEAD award for "trust". Comfortable with Excel, Google Analytics, Google Ad Words, Looker, Tableau, Mintel, Blackswan, Euromonitor, Stylus, Nielsen, Numerator, Power BI

Consumer insights Manager Tom's of Maine August 2021 - September 2022

Translated business questions and objectives into actionable learning plans, Led audience mapping, ratings & reviews analysis to correlate with HUT predictiveness, and post-launch in-market tracking for NPD/formulation changes.

Conducted trend research cross category to identify emerging consumer behaviors and needs. Introduced design thinking and discipline to the innovation/NPD process to ensure product launches meet business objectives while enhancing the core equity.

North American Innovation Accelerator Marketing Insights Intern January 2021 - July 2021

Partnered with marketing to pioneer customer-centric innovation across diverse sectors including Colgate's Plaque Pro-Release, assisting in product development for Horizon 2 and 3 innovations using various quantitative & qualitative methodologies.

MONDAY.COM SaaS project management Solutions (New York, NY)

MBA Consulting Intern

May 2020 - December 2020

identified growth opportunities that enhanced brand engagement and ROI. Deployed digital marketing strategies to boost product usage achieving growth in user adoption.

FORDHAM UNIVERSITY (New York, NY)

Graduate Research Assistant

Aug. 2019 - Aug.2021

Conducted qualitative (interviews, synthesis, coding, and dimensionalization of data) to support academic research.

RCL AGENCIES INC. Global Logistics Solutions (Clifton NJ)

Marketing Consultant

Feb. 2018 - June 2019

Established an automated business process to analyze, modernize, and redesign workflow across sales department using Zoho CRM and Monday.com to increase sales proficiency and reduce customer acquisition cost by 30%

VISIONARY PERCEPTION Leadership Consulting Services (Montclair NJ)

Marketing Manager

June 2013 - Jan. 2018

Created launch strategies and execution plans for leadership-centered Coaching / Seminars/ Workshops

EDUCATION

FORDHAM UNIVERSITY, GABELLI SCHOOL OF BUSINESS (New York, NY)

MBA, Marketing, Entrepreneurship

2021

Activities: VP of Tech and Entrepreneurs Club, Black & Hispanic MBAA, Fordham Women in Business

FORDHAM FOUNDRY, Entrepreneurship Pitch Competition 2nd place out of 100 submissions

WINTHROP UNIVERSITY (Rock Hill, SC)

BS, Integrated Marketing and Mass Communication, Minor in Sociology

2016

