

Formulation Manager

Location: Shanghai

Sector: Nutrition, Innovation

Starting date: ASAP

ABOUT THE COMPANY

This group designs, manufactures and markets innovative solutions for baking, food flavor, nutrition and health, and biotechnology. This is a company who dedicated to working with confidence to better nourish and protect the planet, to providing product solutions for customers and promoting the development of the domestic yeast industry.

RESPONSIBILITIES

- Recommend the nature & scope of present and future product lines, by reviewing product specifications & requirements to identify / initiate opportunity, prioritize and assess ingredients innovation and renovation project to support business growing objective;
- Ensure that product plans are integrated with planning and other departments (communication, marketing, strategy, production, quality, regulatory, procurement and TC) to support project delivery within time, quality and cost expectation;
- Lead product launches in collaboration with all supporting functions and project leader;
- Determine customers' needs and desires by specifying the research need to obtain market information;
- Monitor and report on competitor activity within the region / Assess market competition condition / dynamics research and analysis, articulate insight of market trend, competitors, customer and consumer;
- Work together with R&D, application labs, technical service and the sales team to identify or define new products/applications in the market;
- Deliver insights and sales arguments for our products;
- Provide source data for product line communication by defining product marketing communication objectives;
- Provide product value insights to support product pricing & positioning strategies;
- Join market / customer visits with local sales teams to qualify customers and consumers' pain / experience, translate customers' needs into product brief / identify business opportunities.

REQUIREMENTS

- Food science & engineering, flour science or related education background, fluent English & Chinese in speaking and writing;

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- 10 years or above practical technical and PM experience in bakery & CNF, be business, customer and result oriented;
- Convincing insight of market trend, competitors' product and activities, customer and consumer expectation, also pain-point of mainstream application by segment;
- Team spirit, able to work productively and seamlessly within cross-functional teams to enable an efficient product creation process;
- effective verbal and written communication skills & presentation skill, with the ability to interact effectively with diverse stakeholders;
- Proven ability to manage and analyze data to derive meaningful insights and quickly diagnose and correct any problems;
- Leadership, excellent project management experience, practical planning and organizational skills with a proven ability to adjust quickly to shifting priorities, multiple demands and rapid change.

APPLICATION

Please send your resume and your motivation letter to:

sh-recruitment@ccifc.org

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