

Sample Product Marketing

Summary of Qualifications

As an executive in the cosmetic + personal care industry, I have supported business units through my background in engineering, technology and business management. My expertise in supply chain logistics has led to enhancements in manufacturing, production and pilot plant initiatives based on my specialty in chemical engineering and its complex relationship to product marketing. I've managed record growth and profitability by identifying global joint ventures and M&A opportunities, as well as Quality Optimization projects that reduce costs and improve productivity.

Notable Accomplishments

- Designed and implemented Coty's R&D Pilot Plant for color cosmetics, toiletries and skin care products
- Established Coty's New Process Development team which is now the springboard for product launches
- Led Honeywell's growth in personal care products by re-purposing existing chemical technologies for new product development
- Integrated Zeolite technology from Honeywell subsidiary into parent company's personal care product line
- Awarded patents for hair fixatives comprising cross-linked starches (#2011021245) and delayed activation of zeolite heating (#20080305447)

Professional Experience

Coty, Inc.

2010 – present

Senior Director – Process Engineering

- Leads team that supports NPD groups globally to provide technical readiness to meet our customer's demands with minimal risks to business
- Supports process scale up for global manufacturing facilities
- Manages process improvements, equipment recommendations and purchasing via dual reporting to R&D and Supply Chain teams

Honeywell International

2006 – 2010

Senior Marketing Manager

- Researched available technologies for \$4.5B specialty materials for personal care, identifying new technologies externally for alliance, partnership or acquisition potential, resulting in 4 new joint ventures (photosensitive materials, fiber technology, fluorine chemistry, inorganic chemicals, and polymers)
- Managed direct sales and distributors to clients that included Estee Lauder, P&G, Neutrogena, Beauty Avenues and Avon
- Developed new markets and uses for products such as polyethylene, propellants and specialty inorganic chemicals
- Served as Subject Matter Expert at trade shows and client presentations

Malena Aldecoa Higuera

Barnet Products Corporation

2004 – 2005

Director of Systems + Delivery Technology

- Responsible for establishing a new division for delivery systems and new system formers
- Developed new formulations for products using acquired Japanese technology
- Differentiated trends for global marketing throughout APAC region
- Developed marketing tools for sales presentations to showcase technologies and concepts

Earlier Career Experience

Ajinomoto USA as Director of Sales + Marketing; Pavion LTD as Director of R&D; Faberge/Elizabeth Arden as Corporate Director – Process Engineering; Revlon as Senior Process Engineer

Education + Training**Stevens Institute of Technology****M.S. – Management****B.S. Chemical Engineering**

Post graduate coursework in Cosmetic Chemistry

Certified Green Belt in Six Sigma

Fashion Institute of Technology - Finance for cosmetic industry

Languages

Native Spanish speaker, basic level French + Italian
