

# Janelle Gibbs

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[Janelle.anna@gmail.com](mailto:Janelle.anna@gmail.com)

Analytical, organized, and passionate product development expert with high level management expertise and experience in full spectrum of product development in all delivery forms. Collaborative team player with ownership mentality and a track record of delivering the highest quality products. High achieving and solution oriented to propel business growth.

## EXPERIENCE

April 2021-Present

### PRODUCT AND BUSINESS DEVELOPMENT CONSULTANT

#### Jane Innovations | Utah

Private consultant representing multiple companies in the consumer product and genomics industry. Work with a genetics and micronutrient testing company, to build personalized supplements and care pathways for multiple clients. Develop business strategies that utilize genetic and micronutrient testing to support better health outcomes tracked by family of surgical centers. Recommend SNPs and testing designs through genomic testing houses to save clients time and money, while still providing cutting-edge personalized DNA data. Develop relationships with manufacturers to deliver cost-saving benefits through creative formula and packaging solutions. Other client contracts include supplement and personal care formula guidance and industry connections to build first-time products or increase profit margins of current products.

July 2018-April 2021

### DIRECTOR OF PRODUCT DEVELOPMENT – NUTRITION

#### Young Living Essential Oils | Utah

Directed entire vitamin, mineral, supplement development from ideation to post-production. Developed 20+ new formulas representing \$150M+ in annual sales. Supported registration and launch of established products in 20+ global markets. Developed testing SOPs to reduce out-of-spec failings by 30% in U.S. market. Key member of Product Review Board, building process improvement and setting goals and timelines for development steps. Collaborated with marketing and training to record videos and write science-based claims for global products, reaching millions of people. Lead special projects for Chief of Marketing. Designed new products, websites, systems, and process solutions in white-space environment with cross functional members.

2016-2018

### SR. MANAGER NUTRITION FORMULATION

#### Young Living Essential Oils | Utah

Managed formulations and product development team, launching 3-5 new products per year. Product types include standard supplements, but also CBD infused and 5 different pet products. Developed department "Formulate for Success" process according to PMP practices and agile methods, reducing task time and hand-off mistakes. Process was implemented and trainings performed for 75+ cross functional employees.

2010-2016

## RESEARCH AND DEVELOPMENT SCIENTIST

### Young Living Essential Oils | Utah

Managed formulation, from ideation to production on dietary products, with emphasis on novel ingredients and essential oils. Conducted consumer acceptance studies and wrote technical monographs to support claims and marketing collateral. Worked collaboratively in label development, product operations, sourcing, and other cross functional teams.

## EDUCATION

May 2009

### BACHELOR OF SCIENCE IN FOOD SCIENCE

#### Brigham Young University | Utah

- Clemen's Foundation academic full-ride 4-year scholarship
- Women's BYU Rugby Team member 2004-2009: Vice Captain finishing 4<sup>th</sup> in nation

## CERTIFICATIONS

2017

### CERTIFIED HERBALIST

Dominion Herbal College | British Columbia | Emphasis on North American herbs: 1000 hours

2015

### CERTIFIED FOOD SCIENTIST

Institute of Food Technology | Education, experience, and exam-based certification. Requires yearly credits and renewal.

January-May 2007

### CERTIFICATE IN OUTDOOR RECREATION THERAPY

Southern Institute of Technology | New Zealand | Therapeutic nature and outdoor activities as healing modalities. 20 college credit hours.

## SKILLS

- Creative problem solver
- Microsoft Suite, Genesis, Workfront, LabVantage, HQMS, and MasterControl proficient
- Collaborative with a growth mindset
- Exceptional oral and written communication
- High level international compliance expertise