

JOSEPHINE OBUOBISAH, EMBA

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GLOBAL BUSINESS DEVELOPMENT AND STRATEGIC PARTNERSHIPS EXECUTIVE

Beauty / Personal Care / Home Care / Pharmaceuticals

Strategic Partnerships, Innovation, Product Development, Business Development professional with 20+ years of global experience working with beauty, personal care, and home care leaders (*L'Oréal, Reckitt Benckiser, Revlon*), leading major projects and initiatives to develop **partnerships and strategic alliances** for the development and commercialization of cosmetics beauty, and household products. Led product development efforts from **conceptualization** (research and testing, stakeholders' alignment for budgeting, funding for go-products, formulation, approval for packaging, pricing, risk mitigation, etc.) to **commercialization** (sourcing, logistics, marketing, legal, finance, production, claims, advertisement, etc.). **Liaison** to facilitate subcontracting, strategic alliances, and joint ventures with third party vendors. Skilled at ideation, project development, consultative project management, strategic planning, business development, cross-functional team management, supplier initiatives, training and mentoring. Skilled in Microsoft Office, Microsoft Outlook, PowerPoint, Excel, iWork Suite, Lotus Notes, Enginuity, SAP.

CORE COMPETENCIES

- Product Development
- Business Intelligence & Data Analysis
- Executive & Cross-Functional Collaboration
- Strategic Decision Making
- Verbal & Written Communication
- Innovation
- Problem Solving
- Vendor Management
- Continuous Improvement
- Regulatory Compliance
- Leadership
- Relationships & Partnerships

CAREER HIGHLIGHTS

- At L'Oréal a **global clean formula initiative** was established, I focused on risk mitigation by finding out which products were affected and gathered data to facilitate the execution plan. I put together a small coalition team (micro, safety and regulatory) to assess the formulation. We found out that at least 30% of the formula had to be reformulated to meet L'Oréal's sustainability commitment.
- Led the **new launch of Clearasil Daily Clear** Refreshing Super Fruit product line, where my task was to work with a subcontractor to produce this product for the North American market. I set the parameters of the project with the subcontracting and our internal team for alignment where the product was a successful launch for the market.
- **Author, US Patent 20060263308**: Method of improving skin's radiance and luminosity with self-tanning ingredients
- Member, **Cosmetics Executive Women (CEW)**.

PROFESSIONAL EXPERIENCE

L'OREAL – Clark, NJ
Senior Liaison II

May 2016 – Present

Actively fulfill a central executive role for this cosmetics manufacturer, serving as a central liaison between product development, marketing, and vendor teams to ensure seamless product development from concept to launch.

- **Strategic Direction**: Demonstrate creativity and resourcefulness alongside key **executive stakeholders** to navigate barriers to successful product development, overcoming issues related to cost, logistics, timelines, and other evolving priorities.
- **High-Profile Brands**: Contribute to the strategic development and launch of well-known and distinct American cosmetic brands, including (but not limited to) *Maybelline, Lancôme, Urban Decay*, and other competitive brands in the market. Ensure all new products uphold the identity, culture and concept of each brand.
- **Communication**: Engage a **broad network of cross-functional stakeholders** to articulate evolving priorities, define new working methods and reflect key insights on marketing/consumer trends and scientific literature.

- **Regulatory Compliance:** Demonstrate knowledge of prevailing regulations and practices (FDA, ICH, ISO, GMP, and GLP) when holding product development teams accountable to overall compliance, in regard to materials, technical justifications for product claims, packaging and other aspects of cosmetics production.
- **Vendor Engagement:** Participate in the selection, onboarding and management of a portfolio of global third-party vendors responsible for contributing new technologies into L'Oréal's various brands. Negotiate effective agreements that hold vendors accountable to quality, confidentiality and innovation.
- **Cost Management:** Optimize the cost of product development and manufacturing by driving change to vendor agreements, materials, packaging, formulations and other factors with potential to reduce profitability. Notably achieved \$750K in savings by discovering a substitute emollient to replace a costly component to a key product.
- **Leadership:** Manage 3 direct reports and represent L'Oréal's interests toward vendors, while holding dotted-line leadership over a network of product development teams.
- **Data-Driven Decision Making:** Interpret various KPIs to assess risk, recommend optimal action plans, and forecast changes in the market. Gather vital market intelligence through attendance of industry events, market research and other methods.
- **Business Acumen:** Consistently apply new skills and knowledge earned from the completion of a full-time and elite EMBA program at the same time as professional commitments to the business.

RECKITT BENCKISER – Montvale, NJ
Senior Research Associate

May 2013 – Apr 2016

Balanced scientific and product development commitments with this multinational consumer goods company creating health, hygiene and home products. Participated in new cosmetic product development launches for the North American Market.

- **Product Development:** Leveraged scientific and product knowledge to drive innovation, brainstorming and trend meetings, in order to ensure the competitive value of new products. Supported the product life-cycle from innovation to launch.
- **Stakeholder Engagement:** Gained valuable experience engaging operational, technical and market-oriented stakeholders, becoming more business savvy after a career in the sciences.
- **Commitment to Timelines:** Led and managed the launch of products in North American personal care / hygiene brands in a timely manner in order to enable the regional business team to deliver on its commitments.
- **Problem Solving:** Resolve consumer complaints, quality issues, competitor challenges, and legal inquiries concerning technical matters for the North American region.

Earlier Noteworthy Experience:

REVLON – Edison, NJ
Senior Development Chemist
Development Chemist

Mar 2007 – May 2013
Oct 2004 – Mar 2007

EDUCATION

Executive Master of Business Administration (EMBA), Rutgers University Business School – Newark, NJ **May 2020**
 Completed intensive and elite business education, earning enrollment in the program after meeting the expectation for 10+ years of professional experience and proven potential for success at senior management levels.

Bachelor of Science (B.S.) in Biology, Minor in Chemistry, Bloomfield College – Bloomfield, NJ

Dec.2000