



Celia Holt

Innovation and New Product Development – Food, beverage and FMCG

Profile

Celia is a dynamic and experienced new product development and innovation director who can provide mentoring, advice and problem solving solutions in food, beverage and FMCG. Her expertise can help to take your FMCG Innovation and R&D teams to new levels, think big, behave entrepreneurially and introduce game changing platforms.

She is a passionate all-rounder, combining expertise in leadership, team building, product innovation with commercial pragmatism and technical know-how to enable continuous change, through strategic clarity and creative solutions to drive the bottom line.

Celia is an ex-M&S Category technical expert and collaborates and builds relationships with both internal and external stakeholders, major retailers, manufacturers, online businesses, R&D centres of excellence and academia.

She has great experienced in creating and building retail brands and has a track record of developing for the top 100 brands by spotting exciting opportunities for innovation, change and growth.

Qualifications and Experience

- BSc. Hons. Food Science. Reading University

Other significant areas of training

- Retailer database systems / specs and project tracking, HACCP Level 3 (Distinction) 2016, Food Hygiene certificate and Trading Standards Legal Labelling Course 2016. M&S Lean Skills - S&A Partners 2018. CIM 1.0 Learning & Development modules in consumer insight & category management 2018

Some of Celia's Projects

Client: UK's largest and fastest growing chain of coffee shops (part of a globally recognised food and beverage company)

Sector: Food and Beverage – Food service / Retail

Specialisms: Research and Development, New Product Development

Brief:

- Use her expertise, skills and knowledge in Food Science and NPDP to:
- Research a new subcategory, globally
- Create six blue sky cold beverage concepts for UK/European market
- Create two new hot beverages (UK/Global compliant)
- Recommend supplier partners to create launch ready products and collaboratively develop to global approval

Outcomes:

- Produced a comprehensive category product tasting and report
- Fully developed concepts to budget, ahead of time.
- Presented proposals which were and approved by Global Team for launch
- Completed Global Team approved product development to launch ready stage

Client: Leading international supplier of flowers, grape and citrus products to leading FMCG retailers

Sector: Fresh Produce

Specialism: Research and Development, Innovation

Brief:

- To transform and develop the new product development and Innovation team of a major fresh produce supplier
- To review existing processes and people structures to deliver NPD/Innovation and make recommendations
- Co-create and implement an upweighted NPD processes
- Provide support and guidance to deliver the new structure and more collaborative ways of working and accelerate proactive innovation across the business.
- Review existing channels/ranges, recommend business growth opportunities through new products/channels

Outcomes:

- Co-created and successfully implemented a new product launch process and project portfolio management process across both flowers and fresh fruit business areas
- Recommended and supported the flowers business through team changes with new roles and responsibilities to upskill the department capability and enable more agile ways of working
- Created and delivered an innovative and highly competitive Flower brand using sustainable packaging and an agile supply chain via new channel worth £300k in first year
- Delivered a new 'innovation of excellence' space to accommodate creative team and customer presentations

Client: Major food retailer

Sector: Food and Beverage, FMCG

Specialism: Product innovation and training

Brief:

- Create and deliver workshop to co-create a new briefing document for supplier NPD involving the entire food group product innovators and technical team
- Create and deliver an interactive food and beverages trends presentation to the product development and technical teams

Outcomes:

- Delivered a review of best practice supplier briefing and led a workshop to co-create new agile and comprehensive documentation to brief and manage the briefing, development and launch of new products
- Created a presentation of food trends incorporating global innovative products across all food relevant categories and blended this with interactive demonstrations of key innovative ingredients and processes in collaboration with ingredient suppliers and culinary experts