



Michael ANDERSON

PRODUCT DEVELOPMENT SPECIALIST

A dynamic Dairy Manufacturing Specialist with over 7 years of experience in dairy product development and market analysis. Proven ability to innovate and enhance product offerings through research and development efforts. Strong understanding of consumer trends and preferences, enabling the creation of products that meet market demands. Skilled in project management and cross-functional collaboration, ensuring timely delivery of projects within budget constraints.

CONTACT

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SKILLS

- Product Development
- Market Analysis
- Project Management
- Consumer Research
- Team Collaboration
- Sensory Evaluation

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, DAIRY BUSINESS
UNIVERSITY, 2016**

ACHIEVEMENTS

- Successfully launched 5 new dairy products within 2 years.
- Recognized for excellence in product development and innovation.
- Increased product market share by 15% through targeted strategies.

WORK EXPERIENCE

PRODUCT DEVELOPMENT SPECIALIST

Innovative Dairy Solutions

2020 - 2025

- Led the development of new dairy products from concept to commercialization.
- Conducted market research to identify consumer needs and preferences.
- Collaborated with marketing teams to launch successful product campaigns.
- Performed sensory evaluations to refine product formulations.
- Managed project timelines and budgets effectively.
- Presented product concepts to stakeholders for approval.

MARKET RESEARCH ANALYST

Dairy Trends Inc.

2015 - 2020

- Analyzed market data to identify trends in dairy consumption.
- Prepared reports on competitive analysis and market positioning.
- Conducted surveys to gather consumer feedback on products.
- Collaborated with R&D to align products with market demands.
- Presented research findings to senior management.
- Assisted in the development of marketing strategies for new products.