



MICHAEL ANDERSON

LEAD PRODUCT DEVELOPER

PROFILE

An accomplished Dairy Product Development Specialist with a robust background in product innovation and market analysis. Over 12 years of experience in formulating dairy products that meet consumer demands while adhering to regulatory standards. Expertise in conducting market research to identify trends and opportunities for new product development. Strong analytical skills complemented by a deep understanding of dairy chemistry and microbiology.

EXPERIENCE

LEAD PRODUCT DEVELOPER

Dairy Innovations Ltd.

2016 - Present

- Directed the product development team in creating lactose-free dairy alternatives, capturing a new market segment.
- Conducted comprehensive market analysis to inform product positioning and pricing strategies.
- Oversaw pilot testing and scale-up processes, ensuring product integrity and quality.
- Established partnerships with local farms to source sustainable ingredients for product lines.
- Implemented training programs for staff on new product technologies and methodologies.
- Presented product concepts to stakeholders, securing funding for new initiatives.

PRODUCT DEVELOPMENT MANAGER

Pure Dairy Co.

2014 - 2016

- Managed a diverse portfolio of dairy products, driving innovation and quality improvements.
- Conducted consumer focus groups to gather insights for new product ideas.
- Collaborated with regulatory agencies to ensure compliance with health and safety standards.
- Utilized data analytics to monitor product performance and identify areas for enhancement.
- Developed marketing materials that effectively communicated product benefits to consumers.
- Facilitated workshops and training sessions to promote knowledge sharing within the organization.

CONTACT

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SKILLS

- Market Research
- Product Innovation
- Regulatory Compliance
- Team Leadership
- Data Analysis
- Sustainable Sourcing

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN DAIRY
SCIENCE, CALIFORNIA POLYTECHNIC
STATE UNIVERSITY

ACHIEVEMENTS

- Introduced a new line of probiotic dairy products that increased market share by 15%.
- Recognized for excellence in product development with the 'Dairy Excellence Award' in 2020.
- Achieved a 10% reduction in production costs through process optimization initiatives.