Delighting Consumers:

What I Have Learned by Hanging Out With Sensory Scientists for 20 Years



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Vice President of R&D for KUSA Snacks

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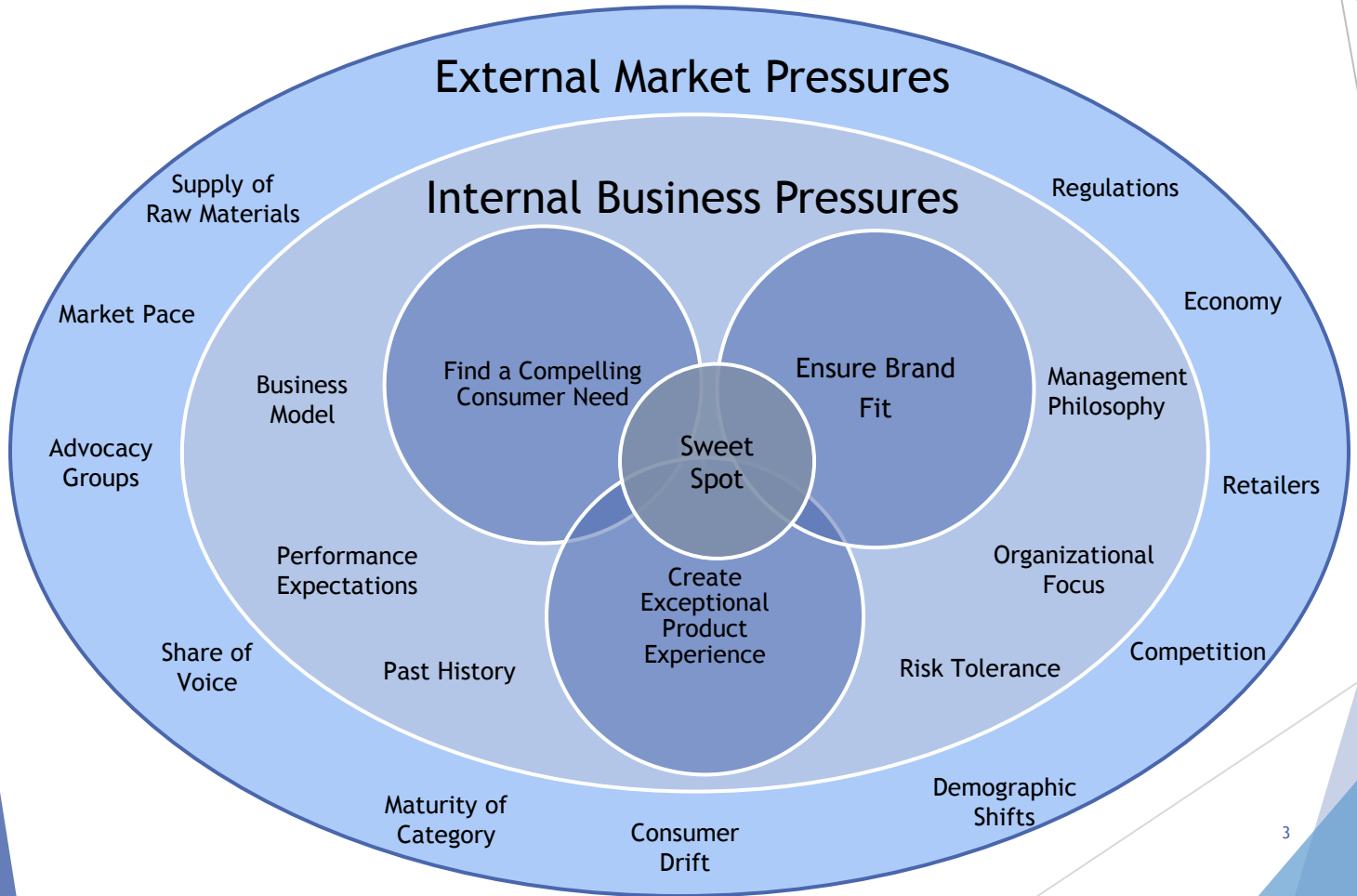
Thoughts That I Want To Share:

- How to Successfully Launch New Products… Or Not…
- The Disruptive Present and Uncertain Future
- How To Manage Your Career In Times of Change

How To Launch Successful Products:



We Operate in a Time of Disruption…

disrupt: (*verb* dis-rupt\dis-’rəpt)

To cause (something) to be unable to continue in the normal way; to interrupt the normal progress or activity of (something)





C's of Change

Consumer



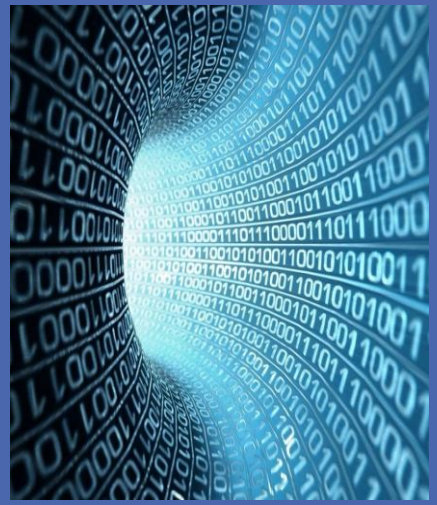




Customer

Walmart
SAFEWAY
Kroger
COSTCO WHOLESALE
Sam's CLUB
DOLLAR GENERAL
FAMILY DOLLAR
my family, my family dollar.
7 ELEVEN
amazon

Communications



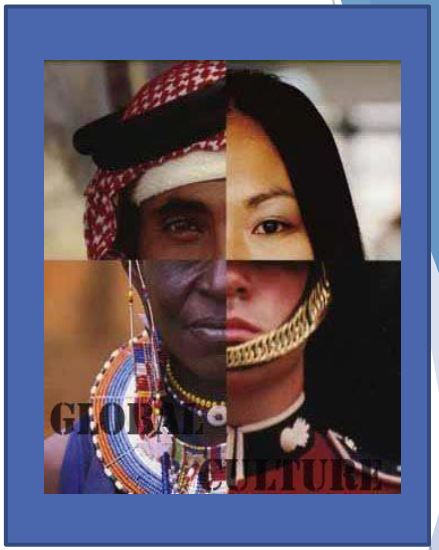
It’s All Very Overwhelming. . .



What Is Your Role as a Sensory Scientist?

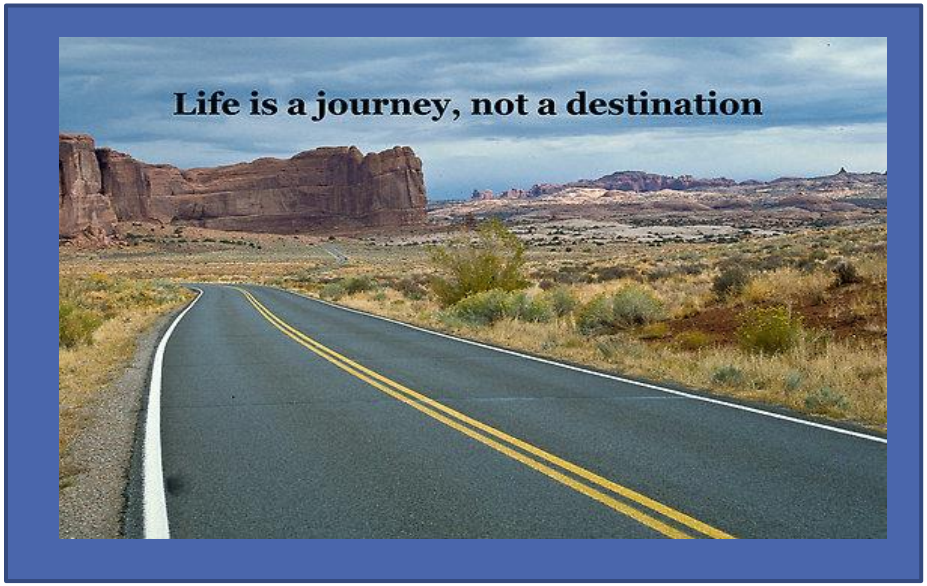












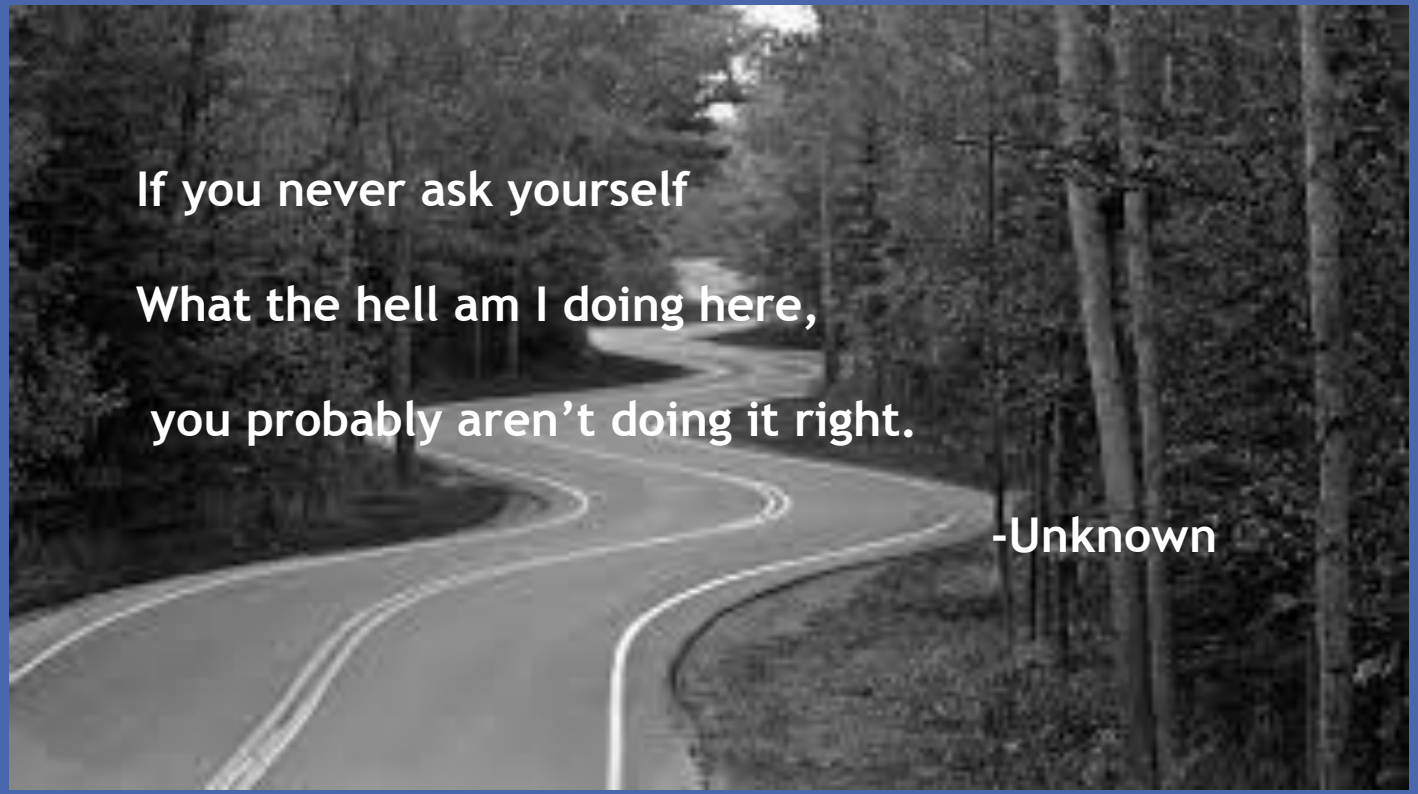
Don’t forget to wear clean underwear

- Mom -

Don’t be afraid to stop and ask for directions.
Everyone needs advice and a different perspective sometimes….

Occasionally turn off the GPS and take the scenic route…

If you see someone with a flat tire, stop and help them change it…


If you never ask yourself
What the hell am I doing here,
you probably aren't doing it right.
-Unknown

1.) Set Your Destination



2.) Challenge the Status Quo



3.) Take Calculated Risks

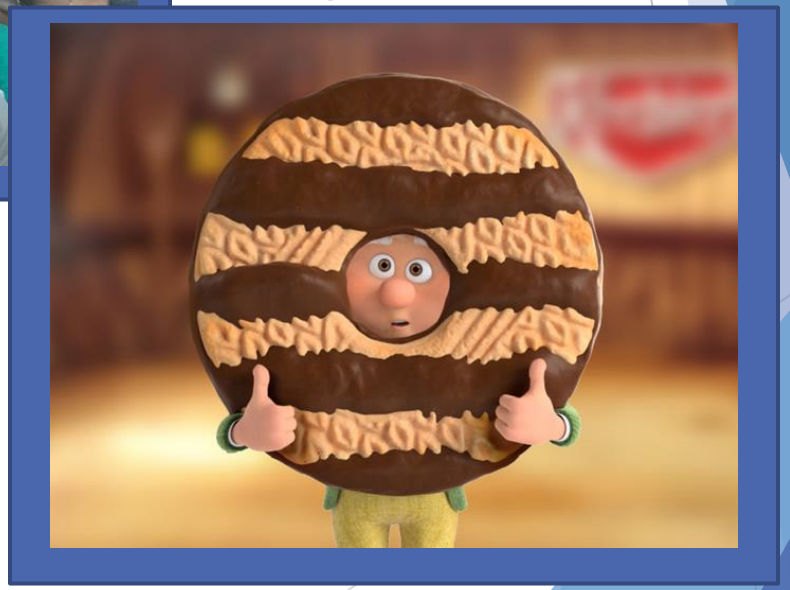


4.) Be Your OWN Superhero









Have an Uncommonly Good Day!