Mahdi



Nationality: Filipino

Age: 31 years old

Marital Status: Single

Beauty enthusiast, with a career on Package Engineering and New Products Implementation, amazed by cosmetics, personal care, and fragrance innovations and passionate on how they are studied, developed, and commercialized.

Results-oriented professional with more than seven years of implementation, development, and project management experience in the Beauty industry of a multinational company. Equipped with a diverse set of business, leadership, engineering, and soft skillset with in-depth understanding of industry, internal and external customers, and business needs.

# **EDUCATION**

Bachelor of Science in Chemical Engineering

***University of the Philippines***

 *Philippines*

2008-2012

Bachelor of Science in Agricultural Engineering

***University of the Philippines***

*Los Baños, Laguna, Philippines*

2006-2008

# **EXPERIENCE**

### **Package Engineering and New Products Implementation Manager**

###  *China | Oct 2019 - Jul 2020*

**Package Development for Care Categories**

* Managed the team on the delivery of global and local innovations on-time and in-full quality- and cost-conforming for Face Care category; completed ahead of global team end-to-end package development and implementation of Anew Restage after 15 years of the iconic Anew silhouette
* Led the Package Development team for Face Care in all interface with the Innovation team, including periodic new product showcase to leaders of APAC and global leadership team of Avon
* Consulted by Package Engineers and Brand Managers on major projects in Body Care & Toiletries projects
* Ensured projects, aligned with brand strategy, are prioritized based on productivity and available resources through annual portfolio planning and quarterly change windows
* Started the business case in APAC and got the R&D and Supply Chain teams onboarded in adding Supply Chain thresholds into the Stage Gate process, ultimately improving inventory KPIs of the company
* Led the team in delivering sustainability projects such as use of mono-layer materials and recycled and/or recyclable materials
* Established baseline sustainability data for APAC markets manufactured in China to understand next steps in getting to the 2030 sustainability goal of the company

**China New Products Implementation for All Beauty Categories**

* Led the team of New Products Implementation (NPI) in China for all global and local internal innovations of APAC markets
* Established internal new ways of working post-selling of the China manufacturing plant to LG for New Products Implementation of all Beauty categories with Supply Chain and Innovation team for new product and existing product development manufactured in China
* Established external framework on vendor direction and management, package development, and product implementation between Avon and LG
* Developed the NPI credits calculator for Local Innovation across all NPI sites in APAC

**Fast Turn Local Innovation Playbook**

* Led the process improvements and documentation of Fast Turn Local Innovations in APAC with end-to-end project turnaround of five to nine months
* Established resource assessment process, innovation calendar, and new product innovation guide and cascaded to all commercial teams in APAC

**Internal and External Capabilities Handbook**

* Co-led the project globally with EMEA and LATAM to build a handbook where internal and external capabilities are collected and maintained to drive a bottom up approach in delivering local innovations
* Led and completed the development of the templates for packaging suppliers, contract manufacturers/ outside vendors, and in-house manufacturing plants as the main tool in establishing the handbook

### **Senior Regional Package Engineer – Care Categories**

### *Avon Management (Shanghai) Co., Ltd. | Shanghai, China | Apr 2018 - Oct 2019*

**Package Development for Care Categories**

* Managed the delivery of global and local innovations on-time and in-full quality- and cost-conforming for Body Care and Toiletries, and Face Care categories
* Delivered double digit incremental revenue and helped China market in their omni-channel strategy by developing new packaging molds and/or new designs for Anew Fairness 5th Generation, Anew Clinical Ampoules, and Avon New York Revamps which are top brands of Avon in APAC under Face Care category

**Fast-follower Strategy Execution**

* Aligned with one of the company's Research and Development global strategies, delivered major innovations from concept to launch in less than a year under Anew and Avon New York brands

**Post-Selling of Avon China Manufacturing Plant to LG**

* Rebuilt the Package Engineering and New Products Implementation team in Shanghai, China post-R&D reset
* Developed and led the framework, in partnership with Sourcing, on vendor direction and management, package development, and new products implementation between Avon and LG

**Packaging and New Products Industry Trends**

* Curated an innovation handbook from suppliers, manufacturers, store immersions, insight companies, beauty exhibits, and industry forums and led the presentation to Marketing and the rest of the Innovation Team
* Institutionalized the process with at least an annual frequency

**Resource Management of Package Development Projects**

* Ensured projects, aligned with brand strategy, are prioritized based on their productivity through annual portfolio planning and quarterly change windows by using innovation credits

### **Regional Package Engineer – Body Care and Toiletries Categories**

### *Avon Management (Shanghai) Co., Ltd. | Shanghai, China | Jan 2016 - Mar 2018*

**Package Development for Body Care and Toiletries Categories**

* Delivered global and local innovations on-time and in-full quality- and cost-conforming for Body Care and Toiletries, and Face Care categories
* Delivered incremental revenue by developing new packaging molds and/or new packaging designs for Skin So Soft, Feelin Fresh, and Naturals Revamps which are top brands of Avon in APAC

**Bar Soap Manufacturing Localization and Cost Savings**

* Delivered cost savings through average of 23% cost reduction for APAC markets
* Led the business case, project feasibility, package and manufacturing line development, project implementation and management of transferring the production of bar soaps for APAC countries from China to Philippines as aligned with the company's Sourcing strategy

**Global Core Competencies and Training Needs and Analysis of New Products Engineering and Development Team**

* Co-led and developed the core competency template for the New Products Engineering and Development team in APAC including categories from general knowledge, project management, packaging development, new product implementation, and systems and processes
* Analyzed the data of junior engineers, senior engineers, supervisors, and managers and came up with the training needs and analysis using the 70:20:10 learning model as part of the people development plans in partnership with Human Resources
* Expanded the project in Europe, North America, and Latin America

**Test Plan and Package Evaluation Request Template Standardization**

* Led the standardization of test templates and evaluation request of packaging and finished goods testing in APAC. The templates were used for APAC products in all testing locations including China, Philippines, US, and UK.

**Global Technical Expert Forum**

* Core member of Avon’s Global Technical Expert Forum where test protocols within Avon are reviewed and revised based on industry experiments, knowledge, and technical experience.

### **Package Engineer – Body Care and Toiletries Categories**

### *Avon Products Manufacturing, Inc. | Laguna, Philippines | Aug 2014 - Dec 2015*

**Project Management with 100% New Products Supportability – Body Care and Toiletries Categories**

* Managed the end-to-end process of global and local new products within the manufacturing plant starting from product costing and feasibility to the first manufacturing batch run
* Delivered Naturals, Avon Care, On Duty, and Feelin Fresh Restages which are few of the top brands of Body Care and Toiletries categories in APAC

**Manufacturing Feasibility and Package Development – Body Care and Toiletries Categories**

* Developed and qualified packaging from different locations in Philippines and China for various types of commodity ensuring a smooth and successful first production in the manufacturing plant

**New Product Development Process Mapping in the Manufacturing Plant**

* Led the mapping of the regional NPD process in the manufacturing plant in Philippines as a key enabler of a smoother process of implementing new products in the plant with 100% OTIF new product supportability

 **New Product Implementation System Enhancements with IT**

* Harmonized the process and execution of products from markets within South East Asia (Philippines, Malaysia, and Thailand) making data management and maintenance more effective within the manufacturing plant and enabling a more robust supply chain management among the SEA markets
* Expanded the new products costing and project management system from Philippines to India
* Shortened the new product costing and feasibility process from 24 days to 5 days for late pick-up markets

### **Project Management Engineer – All Beauty Categories**

### *Avon Products Manufacturing, Inc. | Laguna, Philippines | Jan 2013 - Aug 2014*

**Project Management with 100% New Products Supportability – Color and Fragrance Categories**

* Managed the end-to-end process of new products within the manufacturing plant starting from product costing and feasibility to the first manufacturing batch run --- Avon Ultra Color Restage, Simply Pretty Redesign, Be Spritz and Sweet Honesty Restage as top brands of Color and Fragrance categories in APAC

**Packaging and Tool Localization**

* Delivered significant cost savings with multiple SKUs of packaging specifications involved in the transfer of tools from China to Philippines to ensure smooth transfer of supply to the manufacturing plant in the Philippines

**Transfer of Manufacturing Equipment from Avon China Plant to Avon Philippines Plant**

* Led the project implementation of using manufacturing equipment from Avon China plant into Philippines plant
* Expanded the manufacturing plant decoration capabilities and provided cost savings

**Localization of Shrink Sleeve Supply**

* Proofed and approved layouts and colors onsite of around 200 SKUs of shrink sleeves in a few weeks of project timeline to ensure no disruption on base business supply for high unit movers of lotions, deodorants, and other product forms

# **SKILLS**

New Product Implementation | Project Management | Package Development | Cross-functional Team Leadership | Change Management | Risk Assessment and Management | Innovation Research | Data Management and Analysis | Process Improvements | Productivity and Cost Savings | Package Testing and Test Methodologies | Supplier Evaluation | Packaging Sustainability | People Development | Supply Chain Principles and Core Processes | Basic Marketing Knowledge

# **SOFTWARE**

Handysoft Bizflow | GPAK | SRM | Microsoft Office | Microsoft Project | QAD | Q-Pulse | EPIM

# **AFFILIATIONS**

Lean Six Sigma, Yellow Belt - Laguna, Philippines

Philippine Institute of Chemical Engineers - Laguna, Philippines

International Professional Women Society - Shanghai, China

# **PERSONAL INTERESTS**

Yoga | Baking | Food | Travel | Sustainability

# **LANGUAGE**

English - Full Professional Proficiency

Filipino – Native Proficiency

**Email Address** : mahdi.399973@2freemail.com / mahdi.399973@gulfjobseeker.com

**Mobile Number** : 0504973598

**Reference** : Mr. Anup P Bhatia, HR Consultant, Gulfjobseeker.com

**YouTube Video CV**

<https://www.youtube.com/channel/UCdsv_v9Czkx2Dc8bW4Bt4wA>

**View My CV on Gulfjobseeker.com CV Database**

<http://www.gulfjobseeker.com/employer/cv_database_highlighted_cv_freetocontact.php>

**Chat with me Live on Zoom**

<https://zoom.us/j/4532401292?pwd=SUlYVEdSeEpGaWN6ZndUaGEzK0FjUT09>