



Nicoleta Alcea Minor

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A senior brand/client insights professional, who thrives on development of strategy that delivers significant market share growth.

I am a passionate brand strategy expert with over 16 years experience gained agency and client side, working to support premier Consumer Packaged Goods (CPG) brands and global retail corporations. Possessing exceptionally strong analytical skills and broad retail knowledge, I am driven to develop insights to address gaps and identify opportunities, creating significant value for client organisations.

I believe that organisations who embrace the power of big data, who are committed to development/alteration of strategy according to insights, that are agile and operate with integrity, will out pace and out perform their competitors.

Key Achievements

- Designed and led Ribena monthly 'Brand Clinics'
- Authored highly influential 'juice category' growth strategy for LRS, shared by SMT with Frucor to assist category development in Australia/NZ.
- Highly acclaimed Suntory C-Level presentation on soft drinks market trends, risks and opportunities.
- NPD performance analysis for Britvic led to refinement of NPD launch strategy.
- Presentation to 25 Unilever Country MD's at Paris conference led to significant influence in global beverage strategy in 2013.
- Successful agency-side pitching track record.

Account Director | IRI (UK) *Lucozade Ribena Suntory*

Aug 2015 - Present

- Lead role within the Ribena brand multi-agency team (IRI; Kantar; Holland & Partners; CGA), coordinating development of agency planning presentations.
- Develop clear actionable insights to support high level brand strategy.
- LRS desire to drive growth across the declining juice category as a whole, I was responsible for wide analysis and development of long terms trend insights, informing development of successful brand strategy.
- Lead involvement in 'retailer range reviews' as 'Category Captain', offering impartial insights to support critical merchandising and planogram design decisions.
- Supporting LRS SMT in development of proactive business plan presentations to new retailers.

Key Achievements

- Growth strategy insights for Juice Category developed for LRS, shared with and leveraged by Frucor (leading Suntory owned drinks brand in Australia/New Zealand).
- Highly acclaimed Suntory C-Level presentation on soft drinks market trends, risks and opportunities.

Account Director | IRI (UK) *Britvic UK, United Biscuits*

Apr 2013 - Aug 2015

- Manage the 'business as usual', develop a strong relationship across all of the Britvic and UB teams (Marketing, Insights, Category Management) and contribute to clients' business with valuable and actionable insights.
- Mentoring and coaching team members.
- Develop insightful analysis and presentations to assist brand decision making pace and accuracy, leveraging data from Kantar where appropriate. Examples include:
 - NPD evaluation of Mountain Dew AMP. Based on my recommendations, Britvic/Pepsi completely revised the MD AMP price and promo strategy for 2014 in the Impulse market.
 - Based on my analysis on the incremental value that PMP packs drive in Impulse, United Biscuits decided to continue listing PMP's for particular SKU's.

Key Achievements

- Insights led to significant revision of Mountain Dew strategy following launch.
- Insights prevented UB moving completely away from PMP strategies.

International Senior Business Analyst | Nielsen (UK) *Unilever, Europe and Global*

Aug 2012 - Apr 2013

- Key responsibility of the role is to manage the Unilever Global and European Beverages relationship while strengthening the relationship with the regional network and deliver a step-change in consultancy and satisfaction.
- It was part of my responsibilities to integrate the data from Kantar and Millward Brown into all my analyses and presentations.
- As a result of my insights presentation on 'How to stop Hot Tea and Unilever Market Share decline in Europe', I successfully contributed towards Unilever's European Beverages Strategy for 2013.

Key Achievements

- Presentation to 25 Unilever Country MD's at Paris conference led to significant influence in global beverage strategy in 2013.

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Senior Client Manager | Nielsen (UK) Coca Cola Enterprises

Jan 2011 - Aug 2012

- Manage the 'business as usual', develop a strong relationship across all of the CCE teams (Insights, Range & Space, Category Management, Revenue & Growth Management) and contribute to CCE's business with valuable and actionable insights.
- Leveraging Kantar data to support my insight development, key strategic involvement included:
 - As part of the yearly Brand Planning process, in March 2012 I delivered a number of brand insight strategy presentations which marked the start point for CCE putting together the strategy for 2013.
 - Based on my insights on the NPD Evaluation of Fanta, CCE/CCGB decided to continue launching new Fanta flavours to the market.
 - Following my findings on the performance of Appletiser, CCE decided to negotiate more display space in retailers over the seasonal holidays.
 - As a result of analysis on the Sugar Free segment performance in Sport/Energy drinks, CCE/CCGB decided to launch new sugar free variants.

Key Achievements

- During my time with CCE, the client particularly utilised my analytical expertise in support of NPD activities. The insights delivered led to significant performance/revenue growth across a number of key brands and variants.

Senior Client Manager & Business Development Manager | Nielsen (Romania) Unilever (RO, BG, Serbia), BAT and Reckitt Benckiser

Sep 2008 - Jan 2011

- Build strong relationships with client organisations and SMT's.
- Ensure involvement in clients key business issues, offering insights to assist strategic decisions.
- Made a significant contribution to the development of relationship between BAT and Nielsen by demonstrating to BAT how Nielsen can improve the Retail Audit service.
- Expand Nielsen revenues through successfully promoting new Nielsen products and services.
- Successfully managed and won Unilever pitch for food and non-food brands.
- Effectively manage, train and develop the junior team members

Key Achievements

- Led and won several Unilever brand pitches on behalf of Nielsen.
- Growth of incumbent client revenues through the introduction of new products and services.

Client Manager | Nielsen (UK) Unilever

Oct 2006 - Aug 2008

- Provided services to Unilever, client-side, covering the Chilled Business Group categories.
- Developed a deep understanding of the UK market place and retail environment and of the Chilled categories and UL Chilled brands.
- Effective use of Retail Measurement data, Consumer Panel data and the integration of these sources to develop business insights.
- My analysis highlighted the 'size of the prize' within the Butter market, influencing UL's strategic thinking around market penetration.
- My insights significantly supported UL with arguments against the delisting of ICBINB from Tesco.
- Ownership of the 'business as usual tasks': ensure that regular Nielsen reports are accurate and delivered on time.

Key Achievements

- Development of a deep understanding of the UK retail environment.
- Insights delivered critical influence to Unilever product strategy.

Earlier Experience

Client Executive	Nielsen (Romania)	Apr 2004 - Oct 2006
Data Processing Assistant	Nielsen (Romania)	Oct 2002 - Apr 2004
Supply Chain Assistant	Unilever (South Central Europe)	Aug 2001 - May 2002
Invoicing Clerk	Unilever (South Central Europe)	Jan 2000 - Aug 2001

Education & Additional Information

Education

Financial Management (BA degree equivalent) | Bucharest University
Mathematics/Physics (A-Level equivalent) | Giurgiu College

Languages

English (fluent); Romanian (fluent); French (intermediate).

Additional Information

Enjoy travel and particularly fascinated with the Nordic regions.

I derive a great deal of satisfaction from interior design.

In my spare time, I enjoy reading, especially Classical literature, gardening, running and cycling.