



Coralie Alonso
Consulting

Validation and valorisation of
innovation, rooted in science

Coralie Alonso Consulting



"I did then what I knew how to do.
Now that I know better, I do better."

Maya Angelou

Serving numerous
customers to enable
market ready innovations



Serving several customers
within the boundaries of
their brief – co innovation



Serving one customer
while exploring the whole
innovation funnel

Why a consultant?



Empowering Brands and Innovators

The consultant aims to empower brands and innovators through specialised knowledge in product development.

Accelerating Product Development

Focused expertise helps speed up product development, bringing innovations to market more efficiently.

Driving Market Success

Consultant supports achieving market success by guiding brands in strategic market approaches, for successes that stand the test of time.

My professional experience

Extensive product development Experience

Over 20 years in Personal and Home Care innovation in both B2C and B2B, as a global leader, with broad knowledge of the consumers habits and needs:

- hair care ingredients, Styleze™ ES-1, ES-Dura, ES-Forza, and Ndurhance™ ES-Repair at **Ashland**.
- Signal™ White Now, Signal™ Sensitive Expert, Signal™ anti age toothpastes at **Unilever**
- Sunsilk™ Hijab shampoos at **Unilever**.

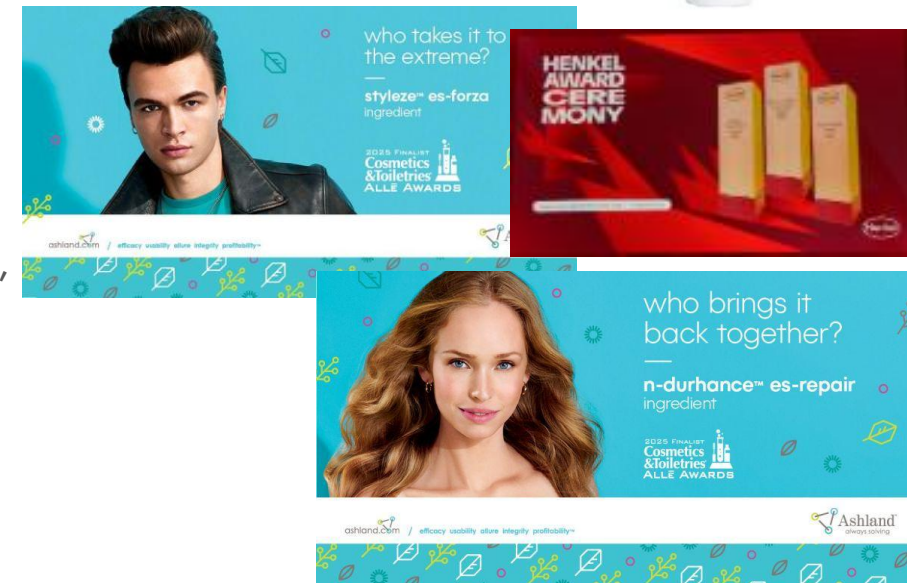


Scientific grounding

Ph.D. in Physical Sciences with over 15 publications in peer-reviewed journals, many more in industry relevant magazines, contributor to over 10 patents.

Communication (English and French)

Communication skills shaped through scientific publications, patents, and frequent presentations



Rooted in science



Evidence-Based Development

Using scientific research to guide product formulation ensures efficacy and safety for consumers. Designing products from the bottom up, grounded in mechanistic understanding ensures reliability and performance longevity.

Innovation in Personal and Home Care

Scientific methods foster innovative solutions and demonstrate the product performance in a safe manner, for products tailored to meet consumer needs effectively.

Market relevance

Working hand in hand with customers, to assess the product in the relevant context, with appropriate methods, taking into account regional aspects (i.e. regulatory constraints, usage habits) .

What consultancy offers – project definition



Framing

Validation of the initial idea against market needs, technical feasibility, regulatory landscape.

Clear Project Timelines

Defining accurate timelines helps in tracking progress and meeting project deadlines effectively.

Resource Allocation

Efficient distribution of resources ensures optimal use and avoids bottlenecks during development.

Goal Definition and risk assessment

Clearly defined goals provide direction and focus for the entire project team.

What consultancy offers - validation



Formulation guidance

To choose the right formulation for the innovation to perform while staying relevant to the market context.

Validating Product Efficacy

Validation processes verify products perform as intended to meet user needs and expectations, with the correct study design and measurement techniques.

Meeting Regulatory Standards

Compliance with regulatory requirements ensures products are approved for market release and consumer trust.

What consultancy offers – valorisation



Scientific communication

Clear presentation of scientific data, written or oral, enhances understanding and credibility among stakeholders both internal and external.

Technical marketing

Turning scientific findings into a clear articulation of product benefits effectively strengthens marketing strategies and improves market engagement.

Stakeholder engagement

Engaging stakeholder through scientific communication builds trust and encourages informed decision –making.

My promise



Empowering Innovation

The consultant focuses on driving innovation for product development with expert guidance.

Customer centric service

Tailored consulting services ensure solutions meet unique client needs effectively and efficiently.

Collaborative Engagement

Strong collaboration between consultants and clients fosters successful product development outcomes.

Your innovation, Your success, Together



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