

Akuba Torvikey

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Experienced Product Developer with a strong beauty and technical background specializing in innovation and consumer insights.

Director of Product Development, PATTERN Beauty by Tracee Elliss Ross - December 2020 - Present

- Development
 - Owns and maintains product development timelines ensuring team's adherence to deliverables at every stage in the process: innovation, conception, planning, development, consumer testing, safety testing, regulatory and post launch issue resolution
 - Lead the Product Development process of formulas, packaging, hard goods and accessories
 - Oversees trend and product line direction by creating focused brand concepts
- Regulatory
 - Manages and oversees the EU/UK & Health Canada RP registration process for NPD
 - Manages and oversees instrumental, product claims and REACH testing Led the EU/UK and Health Canada RP registration process for the entire portfolio of formulated products, hard goods & accessories for our Global launch June 2022.
- Strategy
 - Manages and ensures that products are profitable and hit the targets set by the brand and marketing teams.
 - Developed and Implemented processes and guidelines to streamline the development process internally and with external partners.
 - Set vision and define success for brand innovation pipeline.
 - Support the development of brand strategy and annual brand marketing plans.
 - Analyze market and business to identify opportunities for growth, define strategies and ensure objectives are being realized.
 - Exercise critical thinking to set high performance standards, measures for success, and adjust plans to deliver against a growth agenda.
 - Support post-launch analyses with support from brand teams and cross-functional partners.
- Skills & Capability Development:
 - Coach and develop direct reports
 - Develop business objectives, performance, personal development, and training plans.
 - Provide coaching, feedback, and guidance.
- Cross Functional Management:
 - Participate in key sales and marketing presentations

- Partner with internal teams and external agencies to ensure all product launches are executed on time, in full and on budget.
- Collaborate with Design, Marketing and Sales, to create distinctive products, platforms and experiences that drive awareness and trial.
- Partner with factory and outside vendor base in leveraging current technologies and the development of new technologies.

Sr. Product Development Manager, Strength of Nature/Godrej - April 2017 – December 2020

Strength of Nature is a subsidiary of Godrej that has served as a cornerstone of the AA haircare category for over two decades, representing \$26M+ in sales.

- Consumer Insights & Innovation
 - Research competitive landscape to develop best-in-class products by identifying trends, benchmark standards, new ingredients, packaging, current and emerging competitors to allow for greater innovation, competitive insights and improved user experience.
 - Lead collaboration in pipeline planning for new innovation/concepts.
 - Analyze competitive sales data from IRI & extrapolate actionable insights.
- Product Development & Testing
 - Manage a \$500k regulatory testing & insights budget.
 - Lead internal communication with cross-functional partners.
 - Write briefs for internal team and external partners including fragrance, R&D, Packaging Engineering and Marketing.
 - Manage all phases of innovation, formula development, testing and methodology across 7 brands and 50+ products.
 - Collaborate with the compliance department on regulatory and testing protocols
 - Develop all testing protocols to determine formulations, usage instructions.
 - Coordinate final claims with Regulatory, and Brand Management.
 - Manage a team of 20 professional stylist for expert grader product testing.
 - Design and coordinate consumer product testing for every launch.
 - Post-Launch Issue Resolution – Track post launch performance of launched product for on-going improvement.
- Project and Brand Management
 - Own, monitor and maintain on-time delivery of critical project milestones.
 - Drive daily communication with external partners to manage development and testing.
 - Coordinate all bulk and mockup development for all testing and retail sell-in.
 - Build and maintain relationships with 20+ 3rd party vendors domestically & internationally.
 - Product copywriting driven by insights, testing, and regulatory recommendations.

curlPReSS, Marketing Consultant - 2012 - 2017

- Marketing communications and email marketing
- Product Launch Promotions
- 360 Event management – Venue/vendor sourcing, logistics and reporting for national events of 300k+ audiences including ESSENCE Festival, DST & AKA National Conventions

- Sponsorship fulfillment for over 20 national events and brands

Bronner Brothers, Marketing & Promotions Manager, 2011 - 2012

- Strategy
 - Strategy development for 2 hair care lines
 - Social media strategy and community manager
 - National tradeshow marketing strategy and execution
 - Data analysis and process improvement through testing and new initiatives
- Experiential
 - Sponsor or develop promotional and experiential events
 - Review incoming marketing campaign proposals
 - Manage and fulfill event sponsorship requests
- Communications
 - Website management - Site copy, consumer product inquiries and online feedback
 - Manage sample requests and product reviews.
 - Correspond with major retailers regarding sales and product distribution
 - Manage incoming media requests and build relationships with industry journalists
 - Write press releases, newsletters, and print material

AWARDS & RECOGNITION

- Byrdie - Recognized as a "Behind-The-Scenes Beauty Icon Making the Industry Better
- Strength of Nature/Godrej - Recognized as the top 1% of the Godrej Corporation for Best Innovation
- Strength of Nature/Godrej - Recognized for Outstanding Innovation and Outstanding Functional team at Strength of Nature

EDUCATION

- MBA, Brenau University, Gainesville, GA. May 2010. Overall GPA: 3.8/4.0
- B.A. in International Affairs, University of Georgia, Athens, GA, August 2005. Overall GPA: 3.41/4.0, Dean's List