

## **BIOGRAPHY MARCELLA BARTOLETTI**

### **Global Fragrance Strategist & Advisor at MABA – Sense the Magic Happen**

**Marcella Bartoletti** founded **MABA – Sense the Magic Happen** in **August 2011**, a fragrance consultancy firm operating globally and locally as strategic partner and trusted advisor to international clients.

As **Global Fragrance Director** at **Unilever** from **2000 – 2011**(July) and with 20 years of experience in the FMCG Industry, Marcella has had a crucial role in pioneering innovative key initiatives that brought Fragrance to the fore in Unilever, contributing largely to its competitiveness.

She was instrumental in establishing the **Unilever Fragrance Capability**, that looks after fragrance (and flavour - Oral Care) development for all Unilever home and personal care (HPC) brands globally and led a transformation in Unilever's approach (Marketing, R&D, Supply Chain/Procurement) to fragrance to a highly coordinated, structured and universally applied strategy to fully leverage the power of scent for all of the company's HPC product categories. This has included identifying, developing and overseeing new fragrance capability roles and responsibilities, best practices, leading the strategy on fragrance raw materials and regulatory issues and collaborating closely with Unilever's fragrance houses and other strategic partners.

In **2003** she created **Unifragrance**, the **Unilever Fragrance Common Language** and a new role of **Category Brands Fragrance Manager**, to translate brand objectives and ambitions into olfactive realities, with unique iconic signatures.

In **2009**, she instituted the biennial **Unilever Fragrance Awards**, a FMGC industry first, recognising excellence in applied fragrances for Unilever brands. The second edition of these awards took place in **May 2011** and it has now become a standard in Unilever. In 2009 she also set up a **forum for fragrance New Technology and Open Innovation**, which was recognised as best practice and extended.

Previously Marcella was **R&D Strategy & Operations Director for HPC in Unilever**, with direct reporting line to SVP R&D HPC. As such, she had an extensive, global and cross-functional strategic remit and perspective, encompassing all categories of home and personal care products, with a strong focus on delivering Unilever's mission of adding vitality to life. She also **led Unilever's strategy on Sensory** for home and personal care categories, speaking at the World Detergents Conference in **2006** on 'The role of sensory in driving preference'.

Marcella has, in total, 19 years' experience at Unilever, including extensive product development and consumer insight experience, gained across a range of product categories.

She graduated with a first-class honours degree in organic chemistry from the University of Milan in 1991. Work from her thesis – on 'Enzyme mimicking approach: some application on peptide bond formation and acceleration of hemiacetal cleavage through hydrogen bonding' – was published in the Journal of Organic Chemistry, 1991.

Before joining Unilever she worked for the pharmaceutical company **Boehringer Ingelheim**, and also spent some time at **Procter & Gamble's** technical centre in Newcastle upon Tyne, UK.

Marcella holds '**Olfactive Expert**' and '**Master in Perfumery**' certificates gained at the Givaudan Perfumery School (in **2008** and **2011**). She is **Editorial Board Member** at HPC Today, **Scientific Committee Member** at Kosmetica, **Lecturer and/or Professor** at several University Masters and she is regularly featured as **Guest Fragrance Expert** speaking at International Conferences.

Marcella Bartoletti

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