

This global role is based in the Danone R&D Center of Palaiseau (France), supporting the water business globally. With above 4 BEuros sales and double digit growth, this is the biggest contributor to the Danone growth with leading international brands like Evian, Volvic, Bonafont or Mizone.

This role reflects Danone 2020 commitment that "we can make a change by encouraging diets and lifestyles that will bring the most benefits to people's lives". It is an exciting opportunity to contribute to this vision applying behaviour change expertise across the businesses, establishing innovative partnerships with leading academics and global organizations to improve wellbeing of large numbers of consumers. This role is also a great opportunity for someone wishing to join a dynamic community of more than 50 collaborators across the world, in the Sensory & Behavior Science (SBS) department, working alongside leading edge scientists.

The main mission is to lead behaviour understanding and to activate this expertise in innovation projects in order to establish effective behavior change interventions which have a real impact on people's lives. You will provide critical link between the Global team (Palaiseau) and the regional colleagues across the globe.

We are looking for someone whose background is primarily in the Behavioural Sciences area (Psychology, Sociology or Behavioural Economics).

## **BEHAVIOUR SCIENCE MANAGER H/F (Palaiseau)**

### Missions & Responsabilités

1. Drive the Behaviour Understanding & Change in R&D projects
  - Identify business value and define clear Behaviour understanding roadmap with your key business partners in R&D and Marketing.
  - Build and follow the development of high impact interventions with cross-discipline teams.
2. Build Water Behaviour Science expertise and tools
  - Develop new or improve existing Behaviour Understanding and Change approaches and tools.
  - Build external collaborations with universities and experts in order to catalyze innovative approaches.
3. Participate to develop behaviour change mindset and competencies in DANONE (Waters, Dairy, Medical, Baby)
4. Increase credibility of Behaviour Science expertise inside and outside Danone, Participate actively to external events and scientific communication.

### Skills & Competencies

- PhD – Postgraduate in psychology or related behavior change discipline. Experience in eating behavior science is a bonus.
- Level of knowledge of the behavioral change literature (behavioral economics, social and health psychology, etc...) and ability to apply it to business context.
- Good overall knowledge on wide range of consumer insights research methods (qualitative, quantitative).
- Track record of developing behavioral science business and delivering behavior change programs, preferably within large companies, across countries and business.
- Solid experience of collaborative working, project management with strong engagement skills for dealing with and influencing a variety of people

*\*Notre cabinet de conseil en Ressources Humaines, MAC ERCI international, est spécialisé dans le recrutement de profils à haut potentiel (Experts, Managers, Cadres Dirigeants...) présents dans l'univers de l'Engineering et de l'innovation.*