

# JOY ATKINSON

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## President



- ✓ **Business Generation:** transforming underdeveloped businesses to #1 market positions in North America and globally, turnaround expert, successful IPO experience, M&A activity
- ✓ **Operations management:** two successful SAP integrations, collaborative problem solver to assure best-in-class service, on-time, just right, top quality product manufacturing and delivery
- ✓ **Entrepreneurship:** innovative driver bringing modern business development opportunities to reality, addressing and capturing market. cultural and retail/B2B changes
- ✓ **Engagement:** driving positive engagement across all levels of the corporation, taking teams to a positive place to achieve outstanding results and maintaining those results for sustainable and consistent growth

## KEY ACCOMPLISHMENTS

<u>Growth</u>	<u>Engagement</u>	<u>Vision</u>
Consistently delivering underdeveloped businesses to become the top performers in each business segment both globally and locally	Helping teams reach short term and long-term goals and take them to a positive place they did not know or believe possible	Keeping an eye on regional, cultural and economic trends, bringing innovative solutions to capitalize and monetize market changes

## EXECUTIVE EXPERTISE

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**FIRMENICH, INC** | Princeton, New Jersey

2008 – Present

***President, Body Home Care, Perfumery, North America***

Directly responsible for full P&L, including Sales, Development, Internal Support and Supply Chain

- #1 market ranking, \$300 million in Revenues, 170 employees, top market ranking direct divisional margin
  - Driving to #1 market position from #4 in 2008, with continuing success maintaining #1 position
  - 2008-present double digit CAGR, outpacing all competitors, capturing prime market share
  - Successful negotiation of global and local core list agreements with all regional global and targeted local clients, most recently an industry record setting 7-year core list with a key global client
  - Creation and implementation of financial tools to evaluate NPV of long term core list agreements and committed activities tied to long term revenue expectations and direct divisional margin, for each contract
  - Creation and implementation of client activity-based P&L to evaluate and drive specific behaviors to deliver long-term client and group targets
- Innovation leader
  - First Firmenich leader to successfully identify, engage and close an acquisition for the US market
  - First Firmenich leader to identify, develop and propose B2B ecommerce model, which is being implemented in China and soon to be in the U.S.
- Mentorship

- Engaging colleagues, both men and women, to clearly define their business and leadership purpose, leading to successful business transformation and strong leaders

**AGILEX FRAGRANCES** | Piscataway, New Jersey

2017- Present

***President & CEO, A Company of the Firmenich Group***

First North American Fragrance acquisition, specializing in home and body care products to the small-medium sized B2B market, Sales exceeding US\$70 million, 104 employees

- Working with the M&A Finance team, led the fragrance organization through a details due diligence process identifying opportunities and providing insights on key growth segments and strategies to operate new acquisition as a standalone entity
- Led the new organization to understand roles and responsibilities as a standalone company working adjacent to a multinational
- Identified synergies, developed and successfully executed a 100-day light integration plan to capture synergies, without losing any value of the newly acquired organization
- Minimized turnover of newly acquired talent, while successfully communicating the benefits of working for a privately held multinational company

**SYMRISE** | Albany, New York

2004 – 2008

***President, Fragrance Division, North America***

As the leader of the fragrance division, led the organization to breakthrough growth and profitability, including a full turnaround of the organization, including sales, profitability and talent, which contributed to a successful IPO, Dec. 2006

- Responsible for 120 North American fragrance and oral care employees, with dotted line responsibility of the Supply Chain
- Led the fragrance team from a negative EBITDA to meeting the industry standard EBITDA in 24 months
- Successfully led the organization through several core list negotiations, while maintaining sales and profit goals
- During challenging economic times, maintained positive employee engagement with minimal involuntary turnover

**Firmenich** | New York City, New York

1995 – 2004

***Vice President Global Account Director - Avon WW***

As global leader, brought Firmenich from #5 to become the #1 Fragrance supplier to Avon worldwide, which had not been accomplished since the 1960's

- Established global network for both Firmenich and Avon, leading to breakthrough communication for both companies
- Led Firmenich to be first supplier to play an integral role in the successful launch of a fine fragrance by implementing a multi-faceted sensorial experience for Avon's top 5,000 District Managers, which set a new industry standard
- Coordinated the service for Firmenich for Avon's 147 countries, with complete coordination on launch implementation and base product knowledge
- Assured up-to-date policy and regulatory implementation based on International Fragrance Association standards, as they related to Avon's regulatory standards

**Tsumura** | Secaucus, New Jersey

1989 – 1995

***Marketing Director - Home Fragrance & Japanese Product Introduction***

Responsible for full brand P&L for Claire Burke, Fitz & Floyd, Rigaud and Greenleaf & Whittier Home Fragrance Collections for US distribution in various trades of distribution. Responsible for brand development and introduction of Japanese products for the US market.

**Rich's Department Stores** | Atlanta, Georgia

1985 – 1989

***Buyer - Men's Fragrances & Cosmetic Accessories***

Merchandising, buying, inventory management, new product launch coordination and P&L responsibility for 35 department stores spanning Georgia, Alabama and Tennessee, 81 Brands and 10-12 stock keeping units within each brand

**JCPenney** | Atlanta, Georgia

1983 – 1985

***Merchandise Manager - Lingerie, Cosmetics, Fragrance & Accessories***

Joy Atkinson

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### ***Management Training Program***

Merchandising, buying, inventory management, in-store promotions and new product launches for key, high-profit categories at the Cumberland Mall store

## **EDUCATION**

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**BBA**, J. Mack Robinson College of Business, Georgia State University, Atlanta, GA 1983

### **PROFESSIONAL ASSOCIATIONS**

*American Cleaning Institute*

Washington, DC

Treasurer and Board Member

*International Fragrance Association of North America*

Washington, DC

Executive Committee and Board Member

*Cosmetic Executive Women*

New York, NY

Board Member

### **HONORS & ACCOMPLISHMENTS**

*Distinguished Alumni Award* (2016)

J. Mack Robinson College of Business

Georgia State University

*Perfumery Region of the Year* (2015)

*The Leader's Edge Executive Process* (2006)

Philadelphia, PA

### **PERSONAL INTERESTS**

*WomenLead*

J. Mack Robinson College of Business

Georgia State University

*The Roxey Ballet Company*

Lambertville, NJ

Member of the Board of Trustees

Two children, Jack (18) and Kylie (15)