

Masan Consumer is actively looking for a

Sensory and statistics Manager

Location = Ho Chi Minh City – District 1 – Vietnam

Rate = 100%

Department = Consumer Insight Department

Masan Consumer is actively looking for an experienced **Sensory and Statistics Manager** to join a dynamic and young team of market and sensory researchers

Your role will be to support all Masan product categories: Convenient Food (Noodles, Rice base (Instant Congee, Pho), Processed meat (Sausage), Coffee, seasoning sauces (Fish sauce, Soy Sauce), Beverages and Beer in order to deliver delicious products to ASEAN consumers with a strong focus on Vietnam.

You will provide accurate sensory support to all above categories in order to better understand consumers and fasten product development:

- Define clear sensory strategy within Masan (Build QDA panels, increase sensory relevance, monitor panel performance)
 - Manage and develop all discrimination tests across R&D as well as Masan Consumer factories
 - Maintain and upgrade existing expert panels in collaboration with sensory assistants and external agencies
 - Build from scratch an adequate sensory support for Instant noodles
- Be an expert in bridging sensory and analytical data with consumer data
 - Explore the possibility to build a panel of connoisseurs in Vietnam
- Support Masan consumer factories in their Quality Panel set up and monitoring (Problem solvings) – Maximum 10% of your time

On top of your sensory expertise, you are expected to be the key person in charges when it comes to applied statistics:

- Plan and design experiments (Pilot plants + Factory)
- Support CI members with analysis analytical/sensory/consumer data
- Provide support for process monitoring and validation
- Develop in collaboration with external partner a tool to analyze data and create a sustainable database

You will be responsible of leading the sensory research integrating consumer insight with the help of 1 Assistant Manager and 2 senior executives.

You are an excellent team player, with good learning agility, able to manage projects with the help of Senior Manager. You are expected to have excellent communication skills (oral and written) as well as a strong result focus. Flexibility is also one of your strengths.

Good knowledge of food science and statistics will be very much appreciated

<u>YÊU CẦU CÔNG VIỆC/ REQUIREMENTS:</u>
Kinh nghiệm, Kỹ năng và Kiến thức/ Experience, Skills and Knowledge
Education: A University degree in one of the following areas: Food science, Consumer psychology, Sensory science, Market research and Marketing. Master or PhD is an advantage
Experience: <ul style="list-style-type: none"> • At least 5 years of experience and substantial track record as a sensory specialist • Project management: at least 3 years in a relevant position, client side is preferable. • Sensory evaluation: some practical experiences in food industry are a must • Marketing experience would be appreciated but not mandatory • Experience in training or co-coordinating teams
Functional Skills: <ul style="list-style-type: none"> • Consumer insight: mastering skills in the use of principles, concepts and techniques for product testing and consumer testing (qualitative and quantitative). General marketing knowledge needed. • Statistical/data analysis skill needed such as Multivariate analysis as well as Factorial analysis.
Năng lực cá nhân & Yêu tố khác/ Competencies & Other requirements
<ul style="list-style-type: none"> • Good planning skills • The ability to be an enthusiastic, adaptable and a strong communicator in order to deliver project outcomes • English: You are expected to speak and read English properly. • Vietnamese: a strong advantage but not mandatory

Should you are interested please, send your application including your resume in English to Thuy Nguyen Thi Bich (HR) : Thuyntb1@msc.masangroup.com and copy Vincent Mandon: vincent.mandon@msc.masangroup.com

About Masan Group

We are one of Vietnam's largest private sector companies with a focus on the consumption and resources sectors. We have a track record of actively building, acquiring and managing large-scale operating platforms that capitalize on Vietnam's structural consumption and resources stories. We believe that substantial value can be created for our shareholders through professional management, global partners and a commitment to serving Vietnam's emerging middle class. Our vision is to become Vietnam's local private sector champion in terms of scale, profitability, and shareholder return and to become the country's growth partner and employer of choice. In order to achieve this vision, we operate in sectors where a local private sector company can be a market leader and can develop scale through focus and consolidation.

Our management team comprises professionals with global risk management and capital allocation expertise, Vietnamese managers with local execution experience and, at our operating businesses, senior industry executives with a track record at multinational corporations. For further detail, please visit our website: <http://masangroup.com/en/>

About Masan Consumer

Masan Consumer, a subsidiary of Masan Group, is one of Vietnam's largest local diversified FMCG companies. We manufacture and distribute a range of food and beverage products, including soya sauce, fish sauce, chili sauce, instant noodles, instant congee, instant coffee, instant cereals, and bottled beverages. We commenced operations in 2000 and have subsequently grown our product portfolio, domestic sales and distribution channels to establish a leading position in Vietnam's branded consumer food and beverage product market. Our key brands include Chin-su, Nam Ngu, Tam Thai Tu, Omachi, Kokomi, Sagami, B'fast, Komi, Vinacafé, Wake-Up, Phinn, Kachi and Vinh Hao.