



# Cristina Correia

C-level, Strategy, Growth, E-commerce, B2B, D2C, Marketing & Sales, Sustainability Unilever, Startups, Business Advisor

Lisbon, Portugal

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## Languages

- French (Basic)
- English (Fluent)
- Italian (Fluent)
- Portuguese (Native)

## About

Visionary & passionate leader with multiple global achievements in CPG (Unilever 14 years) and Startups (6 years). Sustainability Leadership diploma from Cambridge in 2020. Sustainability Consultancy startup Co-Founder. Moto: "You must be the change you wish to see in the world".

\*Industries: Foods, Beverages, Personal Care and Pre-loved luxury fashion, Health & Wellness

\*Roles: General Management, Strategy, Global Marketing, Customer & Business Development, Branding, Retail, E-commerce, Digital Marketing, B2B, DTC, Growth & Sales.

\*Brands: Wall's Ice cream, Dove, Flora, Lipton, Linic, Organics, Bertolli, Knorr, Dermalogica, Adday

\*Customers: Tesco, Carrefour, Auchan, Amazon, Alibaba, Walmart, Vestiaire Collective, The Real Real

Global Path: Lisbon, Rome, London, Rotterdam, Manila

Ex-professional Tennis Player

### BRANDS WORKED WITH

- Adday Wellness
- AYMES
- Cambridge Institute for Sustainability Leadership (CISL)
- kencko
- LUXCLUSIF
- The IKI Lab
- Unilever

## Experience

### C-level

Adday Wellness | Jul 2021 - Apr 2023

Lead the strategic creation of ADDAY from AYMES to be launched in 2023. A new wellness business model, brand, rooted in strong consumer and customer insights, product development and under a new DTC e-commerce platform. Leading a team and 3rd parties with functional roles to achieve the vision.



### Head of Adday Wellness & Global Marketing

AYMES | Jul 2021 - Apr 2023

Identify, lead and quantify a business opportunity in the HEALTH & WELLNESS category - Gut, Immunity, Mind and Weight segments. Craft the strategy, position, communication, e-commerce DTC model and P&L. Build the governance model, launch plan, roadmap and team to deploy in 2023.

### Co-Founder & Head of Partnerships

The IKI Lab | Oct 2020 - Aug 2021

Our mission is to accompany industry leaders in driving impactful and profitable business sustainability transformation. Drive Climate emergency, by fighting plastic waste because today's leaders, take responsibility and ownership for tomorrow's global impact.

### Executive Course: Sustainability Leadership for businesses

Cambridge Institute for Sustainability Leadership (CISL) | May 2020 - Sep 2020



### Business Development & Sales Director

LUXCLUSIF | Jan 2019 - Apr 2020

Luxclusif (acquired by Farfetch) is the global B2B leader in pre-owned luxury fashion in a \$20B market.

- > Growth strategy and business development achievements
- > Leading a team of channel account managers selling to marketplaces, consignment platforms, retailers, auctions and flash sales customers. Our ambition is to scale through long term relationships with business partners.
- > Company Re-branding and visual Identity

### ● Business Strategy Advisor

| Jan 2018 - Dec 2018

Business consultancy acceleration, strategy & mentoring

- Strategic business advisor for start-ups
- Urbanoasis.life; Motherjungle.org, Water4 Cape Town
- Business speaker, innovation workshops



### ● Global E-commerce D2C Disruptive Models Lead

Unilever | Jan 2016 - Sep 2017

In the new consumer connected world we must create new direct to consumer models (DTC) to help Unilever brands and categories to succeed in the online space.

Senior lead for:

- E-commerce business strategy & Start Up disruptive business models
- Organisational, Capabilities and team strategy: Proactive Disruptive team creation
- D2C, B2B & market place data driven new business models (brand/multi-category) founder
- Predictive analytics model for E-commerce acquisitions/partnerships recommendation
- Digital online validation and testing/New E-commerce platforms development

Show less



### ● Global Senior Brand Manager Developer Ice Cream

Unilever | Jan 2012 - Apr 2016

Wall's is the largest Unilever Ice cream Brand. Lead Walls Brand Identity worldwide transformation, strategic visibility guidelines for In-Home and Out Of Home Channels + Pop up Stores

Consumer & Shopper understanding applied to POS activation, cabinet innovation & strategic initiatives. Communication launch plan, Digital @POS and new business initiatives.



### ● Regional Customer Marketing Ice Cream Manager

Unilever | Dec 2009 - May 2012

Define customer facing category strategies for marketing teams. Provide customer and shopper understanding to support innovation marketing plans for all ice cream brands .

Out Of Home new business models - Café Zero, Soft Ice Cream. Define ice cream innovation plans and activation for international customers - Auchan, Tesco, Carrefour, Walmart

Lead global category In-home guidelines & principles for frozen category.



### ● Global Customer Marketing Manager Savoury (Knorr & Bertolli)

Unilever | Jun 2008 - Dec 2009

Bertolli Brand Vision Plan, Channel, Pricing Strategy and Trade Stories Pasta Sauces Strategic Brand Plan, Drive visibility recommendations (packaging & secondary packaging) and global promotional activities



- **Personal Care Customer Marketing Manager (Dove, Organics, Linc)**

Unilever | Jan 2007 - May 2008

Hair & Skin Category management, Trade marketing for Hair Care - Organics, Linc, Dove  
- Retail Brand Activation & Shopper Understanding Beauty Care, Carrefour Mass de Marge Project for Hair category



- **Brand Building Manager Spreads and Cooking Category**

Unilever | Sep 2003 - Dec 2006

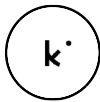
Marketing Brand Building & Local Jewel Brand Development  
- Brand Manager FLORA (local jewel) – Communication campaigns and marketing plans  
- Brand Manager PLANTA, FLORA marketing activation



- **Sales Account Manager**

Unilever | Sep 2003 - Aug 2004

Key account manager Assistant for Home Care e Personal Care, working with Carrefour & Dia customers; New opportunities project on Discounters, Lipton Out Of Home Marketing visibility assistant Key Account Assistant Food Solutions



- **International Business Development**

kencko | Oct 2023 - Feb 2024

## Education & Training

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2020 - 2020

- **University of Cambridge**

3 months executive Program in Sustainability Leadership,

2017 - 2017

- **Green School Bali**

Sustainability & Entrepreneurship,

2015 - 2015

- **University of the Arts London**

Retail Marketing Fashion,

1997 - 2002

- **Nova School of Business and Economics**

Master's degree,