

# SENSORY SCIENTIST

CHARLOTTE



*I love understanding how the appearance, taste and texture of food may impact what consumers like or dislike.*

**TOP TIP!**

*Stay curious, do what excites you, and most importantly create great connections.*



## EDUCATION

GCSE's including Science, Maths & French

Master's Degree in Food Technology/Engineering

12 years in Product Development and Sensory and Consumer Insights in the Food industry

A Levels in Biology, Physics, Maths & French

Postgraduate Certificate in Sensory & Consumer Sciences

## ROLE AT

**PEPSICO**

In the Sensory and Consumer Product Insights team, we work with consumers to understand what they like or dislike about our products, so we can make sure we launch products with the right appearance, aroma, taste and texture.

My job is to lead sensory and consumer research on big snack brands such as Lay's/Walkers and Doritos.