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Executive Summary:

As an intern at Givaudan Fragrances in New York City I assisted fragrance sales executives with client specific sales services, customer relations and administrative needs. I worked in the Specialty Retail Sales department with accounts such as Bath & Body Works, Victoria's Secret and other companies owned by Limited Brands. I developed a strong understanding of the fragrance industry and discovered that this is an industry in which I can seriously see myself working in the future. Givaudan is the leading fragrance company in the world and they believe that, "People and their relationship with scent is at the heart of everything [they] do..." On a daily basis, perfumers, people working in sales, marketing, etc., work to determine the best possible ways to produce scents that people can relate to. They work not only on North American accounts, but also in developing markets such as Africa, Asia, Latin America, Eastern Europe and the Middle East. I was therefore exposed to research and information about the fragrance industry in other countries around the world. Throughout my internship I was able to work directly with sales associates, marketing teams, perfumers, evaluators, and lab technicians; I was exposed to every area of the company which provided me with the opportunity to learn as much as possible in my short time there. I learned about the importance of sustainability and the extent to which it has become a demand for the production of Givaudan products when working with clients. Further, I was able to receive first-hand experience observing the sales and marketing departments in their every day jobs. Sales and marketing are two areas that I am strongly interested in pursuing after graduation. Fortunately, I now know that the fragrance industry is the first place I would like to search for a job in these areas. My most memorable experiences included going to sales meetings with clients and learning how sales representatives for Givaudan work to "win" a project, in addition to sitting in on evaluator "Library Meetings" where the evaluators participated in smelling sessions to choose fragrance samples to keep in Givaudan's personal library and samples to throw away. In addition, it was fascinating to observe the lab technicians physically making fragrances, and to learn about all of the ingredients and scent notes that go into making a perfume. My most rewarding experience however was my final presentation for the Specialty Retail Sales team. I created the summer "Specialty Retail Product Meeting" presentation. This involved extensive research on brands that Givaudan works with, competing brands, fragrance trends, and finally choosing the actual products to present. It was a difficult, interesting and fun project, and it ended up being very helpful for the team. I learned how to present in front of a large group of professionals, which will be a useful skill in the future.

My internship with Givaudan opened my eyes to an industry that I had never considered before. The fragrance industry is full of some of the most down to earth, passionate and creative people that I have ever met. As of now I plan to keep in touch with my contacts at Givaudan, and I look forward to applying for a job there after graduation. Without the Tonya Fund I would not have been able to participate in this internship, and might never have discovered the wonderful world of the fragrance industry. It was an amazing experience and I truly recommend Givaudan for others interns in the future.