

# ETHAN ALDEN-DANFORTH, PhD

<http://www.linkedin.com/pub/ethan-alden-danforth/9/12/a59>

---

**OBJECTIVE** ♦ Board of Directors position with City Market / Onion River Cooperative

**SUMMARY** ♦ Extensive international business strategy development and implementation. Seasoned product development experience, including project and staff management. Diverse technical background conducting and managing hands-on, innovative scientific research. Creative problem solving and troubleshooting. Strengths include:

New Business Development

Strategic Business Leader / People Manager

Product Innovation Identifier & Accelerator

Organic & Natural Cosmetic Product Launches

Scientific Communication to Non-Technical Personnel

Agile Project Management (Scrum) / Lean Manufacturing

---

## PROFESSIONAL EXPERIENCE

**AUTUMN HARP** ♦ Essex Junction, VT ♦ Nov 2016 – Present

Personal care, cosmetics and OTC contract manufacturer with \$50+ million in sales and 200+ employees

**Vice President, Research & Development** ♦ Nov 2016 – Present

Member of Senior Management team and co-responsible set and implement company's strategic agenda, including budget, P&L, capital expenditures, and people management. Leader of all aspects of R&D including product formulation, product safety, scale-up, and process engineering. Oversee technical support for internal sales and NBD.

- Servant leader responsible for engagement, professional development and happiness of staff of 16 employees.
- Manage R&D budget of over \$1 million annually as well as ~\$250k annual R&D cap ex budget.
- Chair of a cross functional team of innovation experts to identify consumer-driven macro trends and to use insight and trend data to proactively develop new products to generate value added sales and revenue.
- Leader of New Product Development pillar under Operational Excellence program for lean manufacturing. Thought leader, motivator and impediment remover for company's Agile transformation in early 2017 to Scrum product development process.
- Developed and currently manage database of analytics to optimize resource allocation of R&D department and to maximize productive work efforts for new product and business development.

**L'OREAL** ♦ Clark, NJ ♦ US R&D Headquarters of Paris-based Company ♦ 2010 – July 2016

World's largest beauty corporation with \$26 billion in sales, 30+ global brands and 80,000+ employees

**Manager** ♦ Dec 2015 – July 2016

Create, maintain and execute 3-year strategic vision for Maybelline's eye product innovation technology pipeline. Manage innovation team's research strategy, formulation platforms and professional development. Continue to lead development team as described in Group Leader responsibilities below.

- Over three years, directed 30+ global eye makeup launches that have produced \$980 million dollars in sales domestically plus \$700 million dollars internationally for Maybelline.
- Conduct due diligence on global competitive makeup brands considered for acquisition, culminating in the purchase of two companies: Urban Decay in November 2012 for \$350 million and NYX Cosmetics in June 2014 for an undisclosed amount.

**Group Leader ♦ 2013 - 2015**

Collaborate with US and international marketing management to shape brand and category strategy. Direct all facets of technical team's research and development of value-focused innovations to drive Maybelline's \$750 million annual global mascara business.

- Forecasted global chemical regulatory and legislative decisions and proactively adapted product technology platforms to capitalize on international sustainability initiatives. By doing so, generated \$575k in savings over the past two years in raw material and packaging costs.
- Selected among worldwide volunteers to spearhead a Shanghai-based project, which included leading an international technical team. The mission was to create and develop a product to compete with a local Chinese competitor who had 30% category market share that would give L'Oreal, in its first year, an additional 5% category market share.

**Senior Scientist ♦ 2010 - 2012**

Created multiple technology platforms based on need gaps identified from consumer insight data. Designed and supervised consumer evaluation studies to optimize and validate formula performance.

- Formulated body wash, antiperspirant, mascara, and other eye makeup products using in silico modeling, high-throughput screening and structure-activity relationship optimization strategies.
- Chaired an extracurricular innovation project team that identified and developed blue-sky product ideas that were presented to and reviewed by C-level management and won international company awards.

---

**EDUCATION**

**Doctor of Philosophy in Synthetic Organic Chemistry ♦ Johns Hopkins University ♦ Baltimore, MD ♦ 2010**

**Bachelor of Science in Chemistry ♦ Villanova University ♦ Villanova, PA ♦ 2006**

**Minor in Business ♦ Villanova University ♦ Villanova, PA ♦ 2004**

---

**LEADERSHIP & ACHIEVEMENTS**

Certified Scrum Master from the Scrum Alliance ♦ 2016

Professional working knowledge of written and conversational French

L'Oréal US R&D Makeup Sustainability Spokesperson Internally & Externally ♦ 2014 - 2016

Recognized as Best Chemistry Graduate Student Teacher ♦ Baltimore, MD ♦ 2008-2009

Villanova University Inter-Fraternity Council President ♦ Villanova, PA ♦ 2005-2006

**PATENTS, PUBLICATIONS AND AWARDS**

Alden-Danforth et al. Perspiration and Odor Control Compositions. US Patent 8,663,611, **March 4, 2014**

Alden-Danforth et al. Mascara Compositions Comprising a Semicrystalline Polymer, a Silicone Elastomer, and a Hydrophilic Gelling Agent. US Patent 8,932,573 **January 13, 2015**

Alden-Danforth, E.; Scerba, M.T.; Lectka, T. *Org. Lett.* **2008**, 10, 21, 4951-4953

**2011 + 2013** L'Oreal Beauty Shaker Contest Out of the Box Innovation Finalist, "Lips Reloaded" + "Skin Vitals"