

Top 3 Jobs-to-be-Done: Customer Value Proposition

Director Agriculture Sciences, Director Procurement & Operations, Food Manufacturing (Green Group)



Job #1: Distinguish between consumer fad and lasting trend

When making innovation investment decisions for new product launches,
I want to quickly distinguish between profitable trends and costly fads,
So I can invest in innovations that deliver sustainable marketplace success,
But as a large company, we can't pivot quickly when trends shift or fads peak,
Because correctly identifying trends prevents costly failures like our oat milk launch.

Key Pain: Cannot pivot quickly - by the time we identify a fad, it's already peaking

Desired Gain: Exit metrics and rapid testing to validate market sustainability

Job #2: Use good consumer data for marketplace success

When developing products across our diverse portfolio brands,
I want to gather consumer insights that predict actual purchasing behavior,
So I can create products with high repeat purchase rates,
But consumer survey data rarely matches actual buying decisions,
Because reliable consumer data is the foundation of successful launches like Cheetos Simply.

Key Pain: Consumer "needs" are a moving target - surveys differ from buying behavior

Desired Gain: Expert panels and rapid iterations that validate consumer acceptance

Job #3: Scale alternative sources for flavors and coloring

When transitioning to clean label ingredients across our portfolio,
I want to scale alternative natural sources for colors and flavors,
So I can meet clean label demands while supporting sustainability goals,
But alternatives face sourcing challenges and often have poor flavor profiles,
Because finding scalable natural alternatives provides competitive advantage in the market.

Key Pain: Alternatives have sourcing limitations and poor flavor profiles

Desired Gain: Natural sources that scale without compromising taste or appearance