



**Gail Wernes**  
Relationship Manager,  
Business Advisor  
(908) 245-5999 x28

Gail Wernes has spent 30 years in senior management, sales and marketing positions in the fragrance industry working with the leading U.S. consumer products companies.

Key to her success was Gail's ability to understand her clients and translate their business objectives into successful marketplace executions. This required the understanding of product, positioning and image in the market, the competitive landscape, the retail environment and a respect for the financial and timeline constraints of both the client and the project.

All initiatives required the handling of confidential information as well as the ability to recognize and bring forward the resources needed in order that the project be successfully and profitably completed.

Gail's corporate management, sales and marketing background, understanding and experience in executing strategic initiatives have influenced her views of real estate's corporate role. She considers Business Driven Real Estate Solutions to include strong image and business transformation components.

### Professional Credentials

#### ■ President-U.S. Consumer Products – Symrise Inc.

- Worked with major global client to develop client-specific testing laboratories. Project was completed on time and considerably under budget.
- Merger-related experience (Dragoco and H&R)
- Relocated the professional staff of Dragoco (Totowa) into the H&R corporate headquarters (Teterboro) less than five months after merger announcement.
- Integrated Totowa production into the H&R Branchburg facilities in less than nine months after merger finalization.
- Right-sized workforce and refocused resources on key clients and projects.
- Developed a new business unit focusing on store brands.

#### ■ Vice President – Strategic Planning, Sales, Fragrance Development, Marketing & Consumer Research - Firmenich, Inc

- Established the Personal Care Business Unit – doubled sales in less than four years.
- Established Marketing & Consumer Research Departments which were considered best in class.
- Developed and executed the U.S. Fragrance Division Five Year Strategic Plan.
- Worked with internal and external resources on the planning of a new fragrance facility.
- Business advisor in the establishment of a Project Management computer system which became the company's global model.
- Developed winning hair care fragrance for a global company which afforded the client a 43% cost savings representing over \$1.0mm.

■ Vice President – Fragrance Development & Marketing – Roure Bertrand Dupont

- Established the company's Marketing Department, determined its vision, objectives and strategy.
- Professionalized the Fragrance Development Department – hired, trained and coached new members. As a result, the business grew eightfold in 12 years.

---

## **Business *Driven* Real Estate Solutions**

1700 Galloping Hill Road  
Kenilworth, NJ 07033  
(908) 245-5999