

WFFC Announces 2017 Annual Gala Honoree

Glen Rock, NJ – Women in Flavor and Fragrance Commerce, Inc. is pleased to announce that Catalina Lee, Worldwide Director, Colgate-Palmolive, will be honored at the 35th WFFC Annual Gala on October 12, 2017, at the Westmount Country Club in Woodland Park, New Jersey.

Ms. Catalina Lee is a Worldwide Director of the Colgate-Palmolive Company, providing global leadership to the team responsible for developing world-class flavors that ensure the best tasting oral care products. Her team supports Colgate's Global Research & Development organization by developing and recommending flavors for all Oral Care Colgate toothpaste and mouthwash brands. Ms. Lee's guidance and input to her teams have contributed to the launch of many successful toothpaste and mouthwash products. As the Flavor group leader, Ms. Lee has established strong partnerships with the Marketing and Product Development teams, facilitating a better understanding of the role of flavors in Colgate products.

Ms. Lee joined Colgate in 2015 and brought with her over 25 years of experience in the flavor industry, most recently with Firmenich. Since 2011, she worked as a Senior Flavorist for North America and Latin America Oral Care at the Firmenich U.S. affiliate in Plainsboro, NJ, where she strengthened her expertise in mint flavors and sensates for toothpaste and mouthwash applications and was the lead Flavorist providing flavor-creation support to Colgate.

In 2000, Ms. Lee joined Firmenich in Mexico City and was responsible for the development of sweet goods flavors for the Latin America region. After two years, she moved to their headquarters in Geneva, where she led the development of flavors for confectionary applications. She later managed the European Flavorist team as Senior Flavorist.

While in Europe, from 2010 to 2011, Mrs. Lee joined Givaudan in Switzerland where she developed flavors for the European region in the sweet goods area.

After studying food engineering at La Salle University in Medellin, Colombia, Ms. Lee gained knowledge as a Flavorist at Lucta, a Spanish flavors and fragrance company. From 1990 to 1999 she worked in their Colombian affiliate where she successfully completed the flavorist training and created flavors for sweet goods, beverage and savory applications.

Ms. Lee brings tremendous passion and dedication to her work while effectively adapting to diverse teams and cultures, enabling her to foster strong partnerships with key stakeholders. She enjoys mentoring junior flavorists and motivating them to walk the extra mile for success.

For more information please visit our website www.wffc.org or contact us at info@wffc.org

About the WFFC

The WFFC, Inc. was founded in 1982 by women employed in various capacities in the U.S. flavor and fragrance industry. This organization was borne out of a recognized need for a networking, education and support system for women in our industry. Our mission has been and remains to this day to provide a center of education, camaraderie, support and networking opportunities for women in our industry. Our membership encompasses women involved in sales, purchasing, customer service as well as technical careers.