

# A Natural STEP

After years of experience across various parts of Europe, Nathalie Coppola has taken the top office of Nutrimetics Australia and New Zealand. She has big plans for the organisation, with the right team behind her to make it happen.

Images by Scott Ehler and Nutrimetics

**N**athalie Coppola, Managing Director of Nutrimetics Australia and New Zealand, started her career with a major advertising agency in France. Next, she worked for Avon across a variety of roles throughout Europe. Nathalie then took on roles in Germany, Spain, and Italy, returning to France in 2008 to take on the position of managing director, Nutrimetics France, where she doubled the company's sales force.

"It was a very strategic action plan when I started in France, as the average age in the field was very high, it was critical for us to engage younger employees, with the opportunity to have established people mentor and train them. It was really about sharing our vision to increase sales and management in the company.

"Our success was step by step, beginning with the first step of sharing our vision. It was imperative to attract young people, ensuring they knew they could have a great career with us. The second and third years were really easy to manage, as once people were aware they could be young and successful with

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Nutrimetics, we attracted many young people."

In September 2013, Nathalie was appointed to her current role where she also wanted to refresh the organisation, grow the numbers, and attract young people to Nutrimetics. "It was really about believing in the young people and training them, so we offered great training and coaching. Also, we wanted to recognise our established people. It was not just about attracting a younger demographic; it was about having a good combination of established and young people, ensuring the established people could train and share their experiences. It was also about having a great career, so we shared the big picture with staff.

"In Australia and New Zealand today, we have more than 240 managers in the field, and what we want to achieve in the next five years is to have 1,000. We have 45,000 sellers in the field, and we want to have 80,000, because we have wonderful opportunities in Australia and New Zealand as the brand Nutrimetics is very well known. Each time I spoke with someone in Australia or New Zealand, they

would often know of the brand, which is great as we have a high rate of awareness. Our goal is to maximise this aspect, with a strong strategy to have one manager in each town.

"With a couple of thousand people, we need to have managers who create a network around Nutrimetics, ensuring that customers everywhere in Australia and New Zealand can reach our products. As we are a direct-selling company, we must have a seller not too far from you. We need to have managers to work with the sellers, to train them. We have wonderful training, with an internal business school. Right across Australia and New Zealand, there are weekly training rooms focusing on product knowledge and selling skills, and we are well prepared to welcome more people."

As a well-known direct-selling business, Nutrimetics strives to maintain a family atmosphere, keeping the company close to its people. "Every individual is important to us. A small seller can be a very big achiever, so we are a family. Even if we grow, we want to maintain this atmosphere and we want to serve people well, always striving to achieve a very >



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high sense of service. Our products are naturally enriched, but we're more than just naturally-inspired products; we are about lifestyle. We want our people to live the life they've always dreamed of.

"With Nutrimetics, you can choose the number of hours you want to work, with a fabulous balance between personal and professional life. With 99 per cent of our team being women, we want our women to exude confidence. I think it's extremely important for a woman to be confident, with a satisfying career, and also to make sure she has enough time to take care of her family. This is our core vision."

Providing high quality, naturally-inspired products that discerning customers desire is a challenge, which is why Nutrimetics places a huge emphasis on research and development. "It's really big, because we want to have the best products, whilst keeping in line with our very strict ingredient policy. We don't want to release too

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many new products, as we need time to develop the best of the best.

"We have a team here of around 15 people working to discover the next great product or ingredient. All areas of research and development are driven from Australia, and our manufacturing is in New Zealand. We have

countless natural ingredients coming from everywhere in the world. When I visited this part of the business, I discovered our ingredients coming from the south of France, Italy, Australia, New Zealand, and various other areas of the world. It all boils down to looking for the best ingredients each and every time."

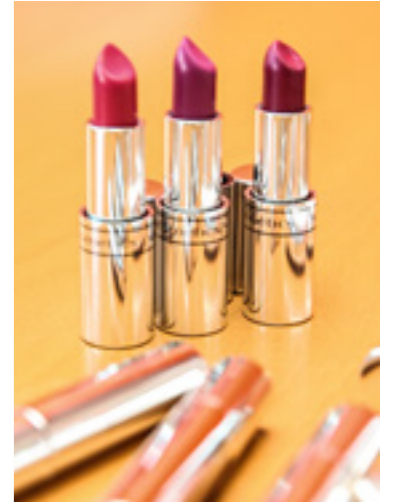
*"Nutrimetics and Soap Solutions frequently collaborate to design beautifully innovative ranges of soaps. The work that is put into the formulation, shapes, and packaging is evident in the fine quality of the finished product. Working with Nutrimetics is always exciting." - Allan Hutcherson, Managing Director, Soap Solutions*

In the quest to find the best ingredients, Nutrimetics works closely internally and externally to ensure consistency and quality. "We have another team in New Zealand dealing with quality, with many suppliers. We don't want to have just one or two suppliers, because we want the best supplier for each particular ingredient. We are very precise about quality, which always comes first. Sometimes we use multiple small suppliers, as we prefer to work hard to find the right supplier every time, and of course we visit them. We have a big quality team in New Zealand to ensure we always meet the utmost quality standards."

Top quality also extends to Nutrimetics' marketing materials, so the organisation collaborates with its partners in this area. "Blue Star Group is one of our preferred print suppliers. We have a long-term working relationship with them. They print a large proportion of our literature,

including our product catalogue, which is our premier piece. They provide excellent customer support, service, and turnaround times. We always enjoy working with them, regardless of how big or small the job is."

While Nathalie is still new to the region, her international experience puts her in good stead to bring the company forward and further establish the Nutrimetics brand in the Asia-Pacific region. "I am so passionate about Australia and New Zealand because I think we have some exceptional opportunities here, with a fantastic team of wonderful people. I think my first dream is to work as a team with all my people, ensuring we achieve our own dreams. I love working with a very happy team around me.



"I think I have a very clear vision for Nutrimetics here in Australia and New Zealand. You see, this company started 45 years ago, and I think it's great to prepare everything to be ready for the next 45 years." •

*"Blue Star has produced print communications for Nutrimetics beauty ranges for over five years. We have enjoyed working with their team to ensure the highest levels of print quality and colour consistency to reflect the excellence of the Nutrimetics product range." - Blue Star*

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