Product Development in Consumer Packaged Goods: A Clorox Example

What do Bleach, Ranch, Probiotics, and Cat Litter have in common? They’re all products within the Clorox Portfolio. Have you wondered what it takes to bring an idea from conception to the shelf? We’ll discuss how product development involves understanding not only understanding consumer needs, but also providing high-value technical solutions. Additionally, we’ll discuss how being a scientist at a CPG company brings a whole set of new problems and challenges to solve and walk through a day in the life of a scientist at Clorox.