

Andrea Maier-Nöth, PhD, MSc

Address: Brunnenstrasse 19
78355 Hohenfels
Germany

Telephone: +49 175 700 8975

Email: andrea.maier@eat-health-pleasure.com

Date of Birth: July 21st, 1974 Ellwangen, Germany

Nationality: German

Marital Status: Married
One son, Paul Nöth



Qualifications

Strong leadership qualities, entrepreneurial, taking initiative and self-motivator, excellent communication skills, strengths in organization, cross-functional leadership; creative, innovative and problem solve thinking, strong interpersonal and motivational skills, strong work ethic.

Summary of Expertise

Senior expert in Health and Nutritional Science, Consumer & Sensory Research

- Expert in qualitative and quantitative research methods
- Expert in conducting internationally renowned research programs in different current fields of scientifically based science in nutrition and consumer research
- Drive and establish an innovation process that incorporate early nutrition, health and wellness aspects within ideation, conceptualization, and product development
- Link consumer needs and nutritional sciences to create a flow of strong concepts that will be integrated in market plans to assure we win consumer preference
- Develop and drive strategies on healthy eating for children with scientific publications, books and sustained communication to key opinion leaders
- Understand unmet consumer needs by leading different multi-market projects that focus on emotional research and nutrition psychology and translate into successful product launches

Experienced in driving cross-functional leadership

- Successful in building high effective teams
- Drive cross functional innovation behaviours and leading change at the front end of innovation
- Develop a consumer centric innovation strategy with a strong focus to nutrition, health and wellness
- Apply LEAN principle across early stages of product development

Research & Leadership Experience

Since 04/2016

Managing Director Eat-Health-Pleasure GmbH & Scientific Advisor

Expertise: Health and Nutritional Sciences, Psychology of Food Choice

- Develop strategies and nutritional concepts to promote healthy eating habits and food pleasure from pregnancy up to adulthood
- Support companies to drive healthy eating, food pleasure & sensory perception in child nutrition.
- Guide research projects in the context of child nutrition, development and paediatric feeding
- Teaching and research professor at universities
- Scientific publications and reports in professional journals
- Execute researches supporting projects and conference themes to support communications, health claims and patents
- Nurture a strong network with HCPs (health care professionals), governmental organizations and KOLs (key opinion leaders)

- 04/2011-03/2016 **Head of Consumer LINK Department, Product Technology Center in Singen, Germany**
Expertise: Consumer, Sensory & Nutrition Research
- Lead and develop cross-functional teams
 - Drive and establish a consumer centric innovation process
 - Link consumer needs, sensory expertise and nutritional knowhow to drive both health and pleasure in food products, ensuring consumer preference
 - Maintain strong consumer input to all key and platform projects by driving qualitative and quantitative research methods
- 01/2010-04/2011 **Product Area Coordinator (PAC) for Performance and Nutrition (Nestlé Nutrition), Lausanne, Switzerland**
Coordination, Communication, Stakeholder and Portfolio Management
- Nurture relationship between the Nestlé Research Centre and relevant Nestlé stakeholders
 - Review and follow up project progress. Mentor project managers in appropriate project management best practices
 - Shape research project portfolio accordingly to business priorities
 - Develop and strengthen scientific ideas and concepts across business categories to inspire new business opportunities
- 01/2007-01/2010 **Senior Research Scientist: Consumer Sciences, Nestlé Research Centre, Lausanne, Switzerland**
- Elaborate and manage research projects in the context of child development/paediatric feeding in close collaboration with key stakeholders
 - Execute research to support communications, health claims and patents
 - Project management in interdisciplinary and international teams
 - Execute research on how sensory perception and preferences develop in infants and their link to physical and cognitive development
 - Perform research in the context of healthy eating habits in young children; identifying developmental stages, eating difficulties, factors of obesity
 - Scientific publications and reports in professional journals and/or conferences; report results to project teams and senior management
 - Develop a strong network with stakeholders, health care professionals, governmental organizations and key opinion leaders
 - Develop and validating tools and methods to measure food preferences
 - Translate research findings into consumer communications, non-scientific journals, press releases and product designs
 - Develop an automatic facial and body expression analysis, behavioural measures such as FACS (Facial Action Coding System), statistical data analysis

Education

- 08/2004 – 5/2007 PhD in Food Science and Nutrition, Université de Bourgogne, Dijon, France in Collaboration with INRA-UMR Centre des Sciences Du Goût et de L'alimentation, Dijon, France and the Nestlé Research Centre, Lausanne, Switzerland (evaluated 'summa cum laude' with honours)
 Speciality: Sensory Evaluation, Consumer Research and Psychology
- 10/2001 – 12/2003 MSc in Food Science, University of Minnesota, St. Paul, MN, USA
 Speciality: Sensory Evaluation and Nutrition
- 08/1999 – 09/2000 Diploma Degree in Food Science and Nutrition, University of Otago, Dunedin, New Zealand
 Specialty: Sensory Evaluation and Consumer Research
- 1995 – 1999 B.S. in Food Science and Nutrition, University of Fulda, Germany
 Specialty: Management and Marketing, Sensory Evaluation

Professional Training

- 2012 Leadership Programme, London Business School, London, England
- 2009 – 2010 Nestlé R&D Micro MBA course, Lausanne, Switzerland
- 2008 – 2009 Adult and Baby FACS (Facial Action Coding System) certificate, Beckley, USA
- 2007 13th European Nutrition Leadership Programme, Luxembourg
- 1997 – 1999 Teaching Certificate: Aptitude Test, University of Fulda, Germany
- 1991 – 1993 Degree as state-certified chemical-technical assistant, Ellwangen, Germany

Awards, Grants and Fellowships

- 2000 – 2002 **Moskowitz Jacobs Inc/USA - CRM Metrix, Paris**
– Best Methodological Paper, ESOMAR Congress
- 2001 – 2003 **University of Minnesota/USA**
– Ludden Funds Travel Award
– Certificate of Merit - Institute of Food Technologists (Recognition of Outstanding Scholastic Ability)
– Minnesota Section Institute of Food Technologists National Travel Award
– Triticus Graduate Assistance Fund Award (Recognition of Leadership and significant contributions to cereal science)
– Nomination to Gamma Sigma Delta - The Honor Society of Agriculture — International Student and Scholar Services Award (ISSS) Award
- 1995 – 2001 **University of Fulda/Germany**
– Several fellowships (Erasmus, Carl Duisburg Gesellschaft, Marie-Curie) for external research experience

Related academic experience

- 2015 – 2017 Research & Teaching Professor, University of Applied Sciences, Switzerland
2004 – 2007 Research & Teaching Assistant, Université de Bourgogne, Dijon, France
2001 – 2003 Research & Teaching Assistant, University of Minnesota, St. Paul, USA
1999 – 2000 Research & Teaching Assistant, University of Otago, Dunedin, New Zealand
1998 Research & Teaching Assistant, Dairy Research Centre in Cork, Ireland
1997 – 1999 Teaching Assistant, University of Fulda, Germany

Related work experience

- 2016 – 2017 **Managing Director Eat-Health-Pleasure GmbH**
– Management and execution
- 2004 – 2009 **Management: Restaurant Paulaner Journal, Ellwangen, Germany**
– Management and strategy development
- 2001 – 2010 **Collaboration with Moskowitz Jacobs Inc, New York, USA**
– Develop key marketing tools and technologies of 'weak signals' research
– Identify new product ideas through Internet-based ideation and concept optimization
- 2004 – 2009 **Collaboration with Understanding & Insight Group, New Jersey, USA**
– Usage of IdeaMap.Net™ to create linked mega studies
– Collaborate on mega studies (Crave It! Drink It! , Give It! , Healthy You) that provide a coherent and integrated database of the consumer mind and can be accessed by marketers and product developer
- 1990 – 1999 **Management Assistant: Motorway service area restaurant “Ellwanger Berge”, Ellwangen, Germany**
– Meal preparation, wait dressing and liaising with management
– Organization and management of staff members
– Development and implementation of HACCP and a Quality Management System
– Development of for employee training and motivation
- 1998 **Internship at Teagasc: Dairy Product Research Centre, Moorepark Technology Cork, Ireland**
– Preparation of HACCP manuals for cheese making and pilot plants
– Project on hydrolysis of vegetable proteins
- 1996 – 1997 **Internship at Unilever: Euro R&D Center, Heilbronn, Germany**
– Internship in the sensory & consumer research centre at R&D
– Sensory course in Heilbronn taught by Prof Michael O'Mahony, University of California, USA
-

Skills

Scientific Skills	<ul style="list-style-type: none">– Sensory evaluation and consumer behaviour– Expert in quantitative and qualitative research methods– Nutritional and sensory analyses of children food frequency questionnaires and intake diaries– Profound knowledge in social science (Psychology, Sociology, Anthropology) and marketing– Chemistry, Nutrition, Food Science and Technology– Facial Expression Coding System (FACS) and body language analyses– Univariate and Multivariate statistics
Leadership	<ul style="list-style-type: none">– Leveraging 15 years of international and multifunctional experience at Nestle to make a positive difference through R&D and Innovations– Execute Leadership trainings: How to manage effective cross-functional teams, be an effective leader– Successful in building high effective teams, strong networking skills– Motivate and encourage teams– Entrepreneurial, taking initiative and self-motivator– Creative problem solver– Supervising bachelor, MSc and PhD thesis and internship students– Empowerment, honesty and authenticity– Commercial and financial awareness
Communication	<ul style="list-style-type: none">– Profound scientific communication to KOLs, HCPs and governmental organization on topics related to child health and nutrition– Daily effective communications to internal and external stakeholders in the role of Managing Director supporting Innovation and Renovation projects– Oral presentations to management, visitors, health care professionals at scientific conferences and press releases (English, German, French)– Write scientific and non-scientific journal articles and publications
Teaching	<ul style="list-style-type: none">– Professor and scientific advisor in Health and Nutritional Sciences at universities– Train students and scientists; teaching in courses, seminars and workshops– Train employees in HACCP and Quality Management tools
Language	<ul style="list-style-type: none">– German: Mother language– English: Native fluency writing and speaking– French: Fluent writing and speaking– Spanish: Basic knowledge– Dutch: Basic knowledge
Computer Skills	<ul style="list-style-type: none">– Windows, MS Office (Word, Excel, Powerpoint, Outlook), Reference Manager, Endnote– Preparing professional figures and photos (Corel DRAW; Photoshop)– Statistics & mining consumer data (Compusense Five, SAS, SPSS, Stata, Stat View, Macanovo, ARC, R: 1.9.1)

List of extracurricular activities

Development work	<ul style="list-style-type: none">– Develop and strengthen school projects and education for young Senegalaise
Sport clubs	<ul style="list-style-type: none">– Lead the Nestlé Berlin Marathon 2011/2012 Team and Nestlé NRC Defi Team 2009
Fundraising	<ul style="list-style-type: none">– Engaged in Food Science clubs and organizations– Charity for Senegal school project (Cooking and baking classes and sales)– City of St. Paul's Festival of Nations, USA
Supporting senior and homeless citizens	<ul style="list-style-type: none">– Plan and execute cooking courses– Lead voluntary food preparations for homeless peoples, St. Paul, USA– Prepare meals at St. Matthew's Episcopal Church, USA
Music clubs	<ul style="list-style-type: none">– Leaderships in music clubs and teaching saxophone
Multicultural integration	<ul style="list-style-type: none">– Organization of international students meetings– Information and integration sessions

External research funding

- HABEAT Program – Determining factors and critical periods in food habit formation: a multidisciplinary approach and cross-cultural studies
- PINGU Study – Fatty acid supply with complementary foods and LC-PUFA status in healthy infants, BMBF-Project with FKE (Forschungsinstitut für Kinderernährung)
- OPALINE Program – Longitudinal study to understand the origin of food preferences in children (French cohort study)
- German Government Project – Longitudinal study with key medical health care professionals to understand children's food preferences (e.g., FKE and German health care professionals)
- HabEat Project – European project on children's food preferences
- ECHO Project – Lead the strategic and operational advancement of the Nestlé infant and children sensory and consumer testing centre in Europe

Scientific Publications and Book Chapters

- Maier-Nöth, A., Schaal, B., Leathwood, P., Issanchou, S. (2016) The Lasting Influences of Early Food-Related Variety Experience: A Longitudinal Study of Vegetable Acceptance from 5 Months to 6 Years in Two Populations. *PLoS ONE* 11(3): e0151356. doi:10.1371/journal.pone.0151356.
- Maier, A.S. (2014). Geboren als Gourmet. *Leben und Erziehen*, 9, 40-42.
- Maier, A.S. (2014). Small children don't have to hate veggies. *Alimentarium Booklet*. <http://www.alimentarium.ch/en/content/small-children-dont-have-hate-veggies>.
- Kruseman, M., Bucher Della Torre, S., Eyer, C., Maier, A.S. (2013). Alimentation en crèche: des menus équilibrés ne présagent pas d'apports nutritionnels adéquats. *Cahiers de Nutrition et diététique*, 48, 240-247.
- Maier, A.S., Leathwood, P.D., Pineau, N., Issanchou, S. (2011). Influence of early weaning practices on acceptance of vegetables in 15- and 36-month-old children. *Alimentarium Booklet*.
- Maier, A.S., Leathwood, P.D., Schaal, B., Issanchou, S. (2010). Sensorialité et Diversification Alimentaire. *Journal Médecine et Enfance*, 30, 71-78.
- Gabay, G., Flores, L., Moskowitz, Maier, A.S. (2010). Creating technology-based merchandising ideas for hair coloring through weak signals, concept optimization and mind-set segmentation. *Journal of Consumer Marketing*, 27, 211-223.
- Maier, A.S., Moskowitz, H., Beckley, J., Ashman, H. (2009). Using Mind-Set Information About Health, Pleasure and Function to Understand Consumer Choices in Bottled Water. *The Open Food Science Journal*, 3, 42-61.
- Maier, A.S. (2009). Influences sur l'acceptation des aliments dans la petite enfance. *Alimentarium Booklet*.
- Moskowitz, H., Reisner, M., Maier, A.S. (2009). Creating food concepts to guide product development and marketing. *In: An integrated approach to New Food Product Development*, by Moskowitz, Saguy & Straus (Editor), CRC Press, New York, USA.
- Maier, A.S. (2008). L'allaitement et le mode de diversification alimentaire influence l'acceptation de flaveur. L'éveil du goût et son impact sur les conduites alimentaires, 16ème congrès national de l'AFPA. *Le Pédiatre*, XLIV: 227, 31-32.
- Maier, A.S., Blossfeld, I., Leathwood, P.D. (2008). L'expérience précoce de la variété sensorielle et ses conséquences sur l'alimentation future. *Enfance*, 3, 231-240.
- Maier, A.S., Chabanet C, Schaal B, Leathwood PD, Issanchou SN (2008). Breastfeeding and experience with variety early in weaning increase infants' acceptance of new foods for up to two months. *Clinical Nutrition*, 27, 849-857.
- Maier, A.S., Chabanet, C., Schaal, B., Issanchou, S., Leathwood, P. (2007). Effects of repeated exposure on acceptance of initially disliked vegetables in 7-month old infants. *Food Quality and Preference*, 18, 1023-1032.
- Maier, A.S., Chabanet, C., Schaal, B., Leathwood, P., Issanchou, S. (2007). Food-related sensory experience from birth through weaning: Contrasted patterns in 2 nearby European regions. *Appetite*, 49, 429-440.
- Maier, A.S., Vickers, Z., & Inman, J.J. (2007). Sensory-specific satiety, its crossovers, and subsequent choice of potato chip flavors. *Appetite*, 49, 419-428.
- Leathwood, P. & Maier, A.S (2005). Early influences on taste preferences. *Feeding during Late Infancy and Early Childhood: Impact on Health*. Nestlé Nutrition Workshop Series Paediatric Program. 56, pp. 127-141.
- Bagnato, L., Sorci, M., Antonini, G., Baruffa, G., Maier, A.S., Leathwood, P, Thiran, J.-Ph. (2007). Robust infants face tracking using active appearance models: A mixed state condensation approach. Paper from the International Conference on Image Processing (ICIP), 2007.
- Maier, A.S., Flores, L. (2005). Creating a Cyberspace Innovation Machine. *In: Concept research in food product design and development*. Moskowitz, Porretta & Silcher (Editor), Blackwell Publishing, Iowa, USA.
- Maier, A.S., Flores, L., Moskowitz, H.R. (2005). Hearing the voice of the consumer and designing product and position concepts for a healthful salad dressing. *Journal of Food Products Marketing*.

Beckley, H.; Hollis, H., Maier, A.S., Moskowitz, H.R. (2004) What Features Drive Rated Burger Craveability - At The Concept Level? *Journal of Sensory Studies*, 19; 27-47.

Moskowitz, H.R., Maier, A.S., Beckley, J., Flores, L. (2004). Hispanic and non-Hispanic responses to concepts for four foods. *Journal of Sensory Studies*, 19, 459-485.

Maier, A.S., Flores, L., & Moskowitz, H.R. (2004). Accelerating product development by understanding weak signals and strong communications: The case of bottled water. *Journal of Food Products Marketing* (Haworth Press).

Maier, A.S. (2003). Sensory-Specific Satiety and switching pattern among flavors of potato chips, MSc Thesis, University of Minnesota, St Paul, USA.

Maier, A.S., Flores, L., Moskowitz, H.R. (2003). Accelerating development by understanding weak signals and strong communications: The case of a wholesome bread that delights consumers. *Food Quality and Preference*, 14, 327-339.

Conference proceedings and published abstracts

Maier-Nöth, A. (2016). Variety & Repeated Exposure: Fruits and vegetables are so important and yet many infants & toddlers don't get enough. The 3rd International Conference on Nutrition & Growth. 17-19 March, 2016, Vienna. Austria.

Maier, A.S., Leathwood, P.D. (2010). Facial Expression as a Window on Information Processing, Arousal, and Affect: Infants' Responses to Tastes, Smells, and Startle: Infants' Hedonic Facial Responses Indicating Degree of Wanting and Liking Foods in two European Regions. The 17th Biennial International Conference on Infant Studies, Baltimore, Maryland, March 10-14, 2010.

Maier, A.S., Leathwood, P.D., Schaal, B., Issanchou, S. (2009). Influence of early weaning practices on acceptance of vegetables in 15- and 36-month-old children. 8th Pangborn Sensory Science Symposium. 26-30 July, 2009. Florence, Italy. 2009.

Maier, A.S. Leathwood, P. (2009). Infants' hedonic facial responses indicating degree of wanting & liking for foods. Communication oral. 14th European Conference on Developmental Psychology, August 18-22, 2009, Vilnius, Lithuania.

Maier, A.S. (2009). Influence des pratiques d'allaitement et de diversification sur l'acceptation de saveurs nouvelles chez le jeune enfant : Variabilité intra- et inter-régionale. Conference de Centre European Science du Gout, Dijon, France.

Maier, A.S. (2009). Früher Einfluss auf Geschmacksempfinden und -vorlieben. Pediatrician and Clinical Nutrition Conference, Oberurg, Austria.

Maier, A.S., Leathwood, P.D., Issanchou, S. Schaal, B. (2008). Communication oral. Infants' facial responses indicating liking of a new food, 12th European Conference on Facial Expression, 28-31 July, 2008. University of Geneva, Switzerland.

Maier, A.S. (2008). L'allaitement et le mode de diversification alimentaire influence l'acceptation de saveur. L'éveil au goût et son impact sur les conduites alimentaires, Communication oral. Le 6e congrès national de l'AFPA, 2008, Toulouse, France.

Maier, A.S., Chabanet, C., Issanchou, S., Schaal, B. (2005). Infants' facial responses towards a food stimuli. Communication Oral. A Sense of Innovation Third European Conference on Sensory & Consumer Research, Hamburg, Germany.

Maier, A.S., Chabanet, C., Issanchou, S., Schaal, B. (2005). Exposure to different regimens of food variety influences the acceptance of new flavours by weaning infants. 6th Pangborn, Sensory Science Symposium in Harrogate, 7-11 August, UK.

Maier, A.S., Chabanet, C., Issanchou, S., Schaal, B. (2005). Current practices regarding the introduction of early solid foods to infants in two neighbouring cultural groups. 6th Pangborn Sensory Science Symposium in Harrogate, 7-11 August, UK.

Maier, A.S., Chabanet, C., Issanchou, S., Schaal, B. (2005). Current practices regarding the introduction of early solid foods to infants in two neighbouring cultural groups. Rencontres Dijonnaises entre les sciences et industries du goût, 2005, Dijon, France.

Maier, A.S., Chabanet, C., Issanchou, S., Schaal, B. (2004). Weaning practices: a cross-culture comparison. Communication oral. ECRO 2004, Dijon, France.

Moskowitz, H.R., Maier, A.S. (2004). Deconstructing the Competitive Communications to Identify New Consumer Needs, Relevant Product Features and Emerging Consumer Segments - Communication oral. IQPC - New Product Development for the Food Industry.

Maier, A.S., Flores, L., Moskowitz, H.R. (2003). Accelerating development by understanding weak signals and strong communications: The case of bottled water. Food Choice Conference, Philadelphia, USA, Society for Nutrition Education.

Flores, L., Moskowitz, H.R., Maier, A.S. (2003). From "weak signals" to successful product development: using advanced research technology for consumer driven innovation. ESOMAR, Technovate, Cannes.

Flores, L., Moskowitz, H.R., Maier, A.S. (2003). Consumer Sensory Research: A Critical Tool for New Product Development, IFT 2003.

Maier, A.S., Flores, L., Moskowitz, H.R. (2003). From "weak signals" in the environment to successful development: Using research technology to drive customer-based innovation for snack food products. Communication poster. The Vth PANGBORN Sensory Science symposium, 20-24 July, Boston, USA.

Maier, A.S., Flores, L., Moskowitz, H.R. (2003). Accelerating development by understanding weak signals and strong communications: The case of bottled water. The 11th food choice conference, 26-30 July, Philadelphia, USA.

Maier, A.S., Beckley, H.; Hollis, H., Moskowitz, H.R (2003) Spotting & Capturing Consumer Signals. 10th for systematic innovation: Workshop Series. The PANGBORN Sensory Science symposium, 20-24 July, Boston, USA.

Maier, A.S., Vickers, Z., Inman, J.J. (2002). Sensory-Specific Satiety and switching pattern among flavors of potato chips, Abstracts, Appetite, 39, 227-265. 10th. The Food Choice Conference, Wageningen, Netherlands.

Moskowitz, H.R., Maier, A.S. (2003). Process Improvement for New Product Development in the Food Industry: Improving Productivity, Efficiency and Success Rate. Miami, Florida, USA.

References

Dr. Sylvie Issanchou

Directeur de recherches and Hab Eat Project Coordinator
Institut National de la Recherche Agronomique (INRA)
Food and Behaviour Research Center (Centre des Sciences du Goût et de l'Alimentation)
F-21000 Dijon
Telephone: +33 38 069 3076
E-mail: Sylvie.Issanchou@dijon.inra.fr

Dr.-Ing. Johannes Baensch

Senior Vice President
Head of Global Product & Technology Development
Nestlé R&D, Nestec Ltd.
55, Avenue Nestlé
CH-1800 Vevey
Telephone: +41 21 924 4812
Mobile: +41 79 563 9169
E-mail: Johannes.Baensch@nestle.com

Prof. Dr.-Ing. Stefan Palzer

Global R&D Manager Beverages / Director I&R Beverages at Nestlé S.A.
Nestlé R&D, Nestec Ltd.
55, Avenue Nestlé
CH-1800 Vevey
Telephone: +41 21 924 3060
Mobile: +41 79 834 7541
E-mail: Stefan.Palzer@nestle.com

Prof. Dr. Imre Blank

Department Head Science and Technology
Nestlé PTC Lebensmittelforschung GmbH
Lange Strasse 21
D-78224 Singen
Telephone: +49 7731 14 1207
Mobile: +49 160 9695 4510
Email: Imre.Blank@rdsi.nestle.com