

foodinnosight

innovation consulting

food

flavour

ingredient

solutions

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foodinnosight

foodinnosight - mission

- ✓ Accelerated
- ✓ Targeted
- ✓ Customer and consumer focused
- ✓ Commercial
- ✓ Innovation

foodinnosight - our offer

We are offering consultancy services in the following areas

- ✓ Food and beverages, food ingredients and flavours, functional products
- ✓ Innovation management, networked innovation and project management, from idea generation to prototyping and launch
- ✓ Professional expertise, coaching, execution

foodinnosight

- personal background Dr. Norbert Fischer

German State Examination in food chemistry

PhD in food and flavour chemistry

25+ years of experience in flavour research and development

Held senior management positions in Research, R&D,
Innovation Management with Dragoco, Symrise, Frutarom

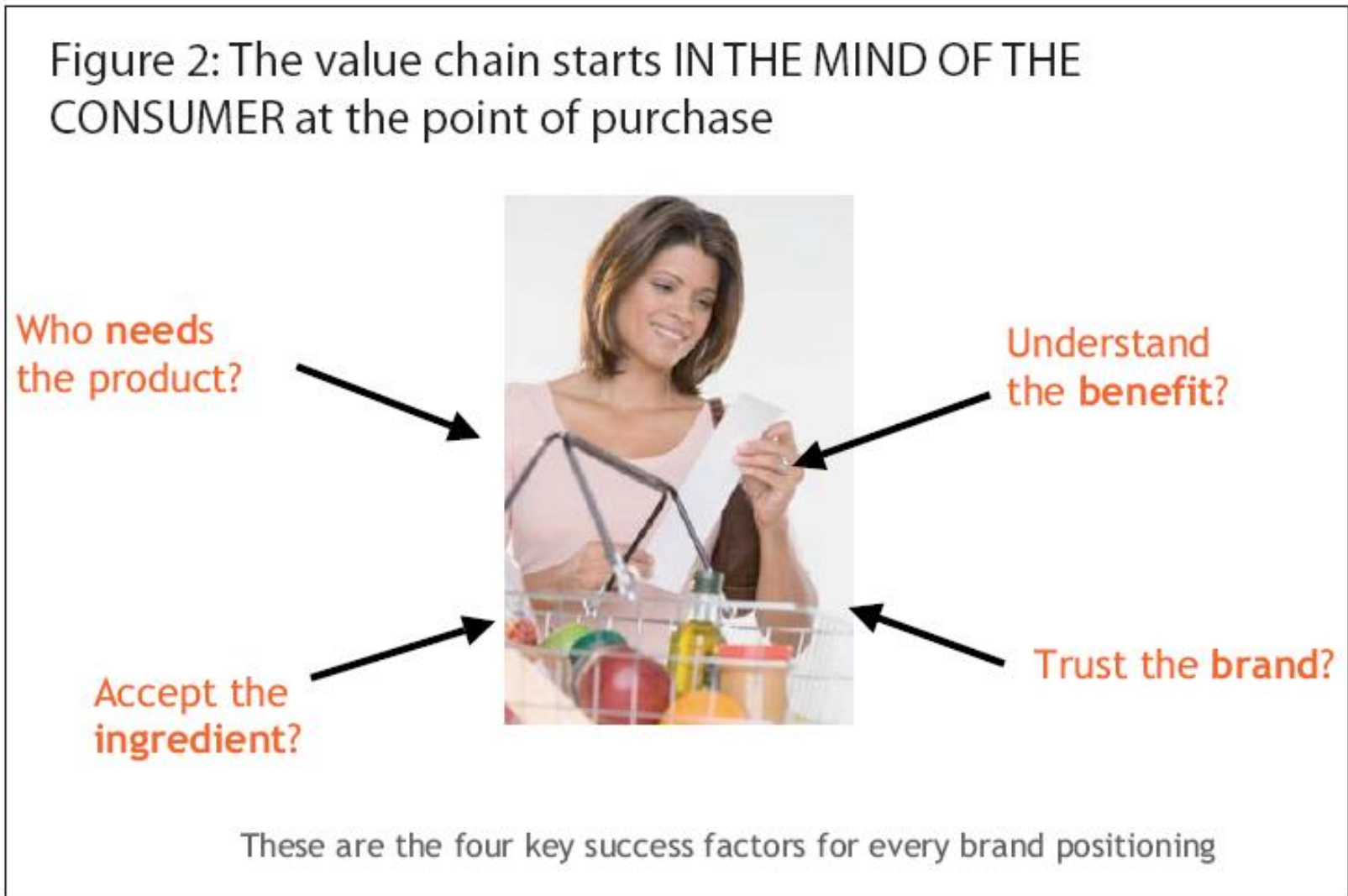
20 years of international experience in industrial R&D and
product development with global to mid-size customers
from the food industry, with focus on complete solutions

Special expertise in building and managing international,
cross-organizational innovation networks

"Innovation' isn't what innovators *do*....
it's what customers and clients *adopt*."

Michael Schrage, MIT

... so who decides on success or failure ?



Peter Wennström, The four factors of success (2009)

A new approach to innovation in food

- Innovation as a shared experience among partners – through joint prototyping and evaluation
- Communication and networking skills as key success factors
- Project culture - experimenting, flexible, agile, open
- Organizational structures and work environment to support

Innovation and Communication

A new approach to innovation in food

How can I help you in this context ?

- ✓ 20+ years of experience in food and flavour innovation
- ✓ Methodical competence – project management and execution, innovation management
- ✓ Moderator, advisor, coach, contributor of ideas to innovation projects
- ✓ Manager of innovation and change projects