



Product Development Through the Eyes of the Consumer: Applying Sensory and Consumer Insight Tools for Development Success

Judy Lindsey, CFS

R&D Director, *Sara Lee Frozen Bakery*

Judy Lindsey has 30+ years of food industry experience working in all aspects of product development and commercialization. Her expertise is in the translation of consumer wants and needs to product design and formulation. As newly appointed R&D Director at Sara Lee Frozen Bakery, Judy leads her team to transform fresh ideas into new products in a space designed for close collaboration with their customers. Prior to this role, Judy served as VP and General Manager of Product Dynamics, a Division of RQA, Inc. She has held senior technical leadership positions working for the Kellogg Company and at ConAgra Foods with responsibility for innovation and brand growth through product enhancement.

Janet McLean

Global Sensory & Consumer Guidance Director, *Diageo*

Janet McLean has had 30 years working in the food and beverage industry including Campbell Soup, Kraft Foods, and Diageo. She holds a BS and MS degree in Food Science with a concentration in sensory. Current areas of professional interest include linking sensory and emotional ties with product and packaging and understanding consumer sensory segmentation to drive optimal portfolio development for her company. At Diageo, her current role is ensuring her team is delivering the best insights and procedures for new product development.

Darla Hall, CFS

Partner, *Research Vibe*

Darla Hall, Founding Partner of Research Vibe, guides cross-functional teams to deliver strategic solutions that transform consumer insights into innovative products, brands, and services. For three decades, Darla has provided services to community non-profits, CPG, pharmaceuticals, entertainment and healthcare industries. As a Sensory Scientist, she brings a unique perspective, taking organizations on a journey inside the hearts and minds of target consumers, discovering the emotional connection to products or services and illuminating solutions that improve quality of life. Darla earned her B.S. and M.S. from the University of Illinois, Champaign-Urbana. She is a CFS and 30-year member IFT Sensory and Consumer Sciences Division.

Lotika Savant, PhD

Principal Scientist of Consumer Sensory Insights, *Nestle Health Science*

Dr. Lotika Savant is a Sensory & Consumer Research Scientist with Nestle Nutrition, working on the Infant Nutrition category. She has a PhD in Food Science from Oregon State University and is a former recipient of the Rose Marie Pangborn Sensory Science Scholarship award. With 17+ years of experience on the client and supplier side, she has taught Consumer & Sensory Science to elementary through high school students, fellow sensory professionals, culinary experts and chefs.

Jeff Garza

Principal, *Garza Consulting*

Jeff Garza is an experienced sensory and consumer insights statistician with over 18 years of experience in leading food and beverage companies (including PepsiCo & ConAgra Foods). Jeff's love of strategic problem solving has enabled the creation and optimization of a multitude of successful products through the complete understanding of the target consumer. As the marketplace changes rapidly, optimizing existing products and/or rapidly developing new products requires a specialized skill set that Jeff and his team at Garza Consulting team strives to put within reach.

Joseph Kreger**Associate Principal Scientist, PepsiCo**

Joey is an Associate Principal Scientist on the Sensory and Consumer Product Insights team at PepsiCo in Barrington, IL. His current role is leading support for the Sports Nutrition business, coordinating sensory and consumer testing for brands including Gatorade and Propel. He has previous experience in sensory roles at ADM/WILD Flavors, Givaudan Flavors, Kraft Foods and the Kellogg Company. He holds a B.S. and M.S. in Food Science from the University of Illinois at Urbana-Champaign.

Terry Work**Principal Consultant, Terry Work Consulting**

Terry Work spent 11 years at Kellogg Company as a Principal Scientist and as an experienced Senior Director of Product Consumer Understanding. With a history of working in the consumer goods industry, Terry now is a Principal Consultant for Terry Work Consulting. Her current areas of professional interest include sensory evaluation, food & beverage, consumer products, food science, and product innovation. Strong sales professional with a Master of Science (MS) focused in Food Science and Human Nutrition from University of Maine.

Linda Papadolpoulos, PhD**Principal, LP & Associates LLC**

Linda is a Principal at LP & Associates, where she provides sensory and consumer research support for various companies. Using strategic application of sensory and consumer testing methods, she helps companies in their new product development initiatives, product optimization/reformulation needs, process/package changes and sensory QA programs. Previously, Linda managed the Sensory and Consumer Guidance groups at Oscar Mayer – Kraft Foods and ConAgra Frozen Foods. Throughout her 27-year career, she has sought ways to increase testing effectiveness and efficiency in order to reduce product development time and increase success in launching new products. She holds an MS in Seafood Technology and a PhD in Meat Science, both from Texas A&M University.

Sarah Smith-Simpson, PhD**Principal Scientist, Nestle**

Sarah Smith-Simpson is currently a Principal Scientist of Sensory and Consumer Insights for Nestle Nutrition Gerber Baby Food. She is responsible for helping guide the development of innovative products and services that assist parents with enjoyable and successful mealtimes where children eat foods that meet their nutritional needs and encourage development of feeding skills. Sarah also manages research projects related to picky eating and food textures. Before joining Gerber, she worked in the food regulatory arena providing litigation support for food product defense liability cases at Shook, Hardy, and Bacon law firm. Sarah holds a PhD degree from Rutgers University in Food Science, a MS degree in Food Science from Michigan State University, and a BA degree also from Michigan State University in Nutritional Sciences.