

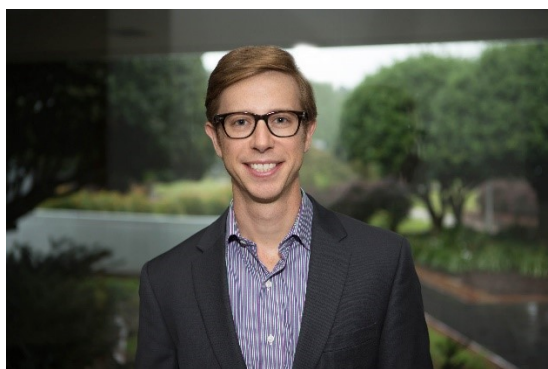
Using Design Thinking to Uncover post-COVID Consumer Needs



Susan Mayer, Innovation Advisor (Food and Agriculture Lead) – RTI Innovation Advisors

Certified Food Scientist Susan Mayer is a creative problem-solver with strong communication skills to complement her technical expertise in food science, technology and manufacturing. Susan believes that the human-centered design perspective – because of its focus on the consumer – makes all the difference when innovating. Notable projects of hers include leading landscapes on food processing technologies, assessing technologies that enhance food safety, building an external expert panel for a food

company looking to expand its product reach, and developing manufacturing and food safety frameworks for food companies to evaluate and select co-manufacturers. A past-chair of IFT's Central New Jersey Section, Susan has an M.S. in Food Science and a B.S. in Foods from the University of Maryland, College Park, MD.



Jim Redden, Innovation Advisor – RTI Innovation Advisors

Jim Redden works with corporations, governments and universities to deploy design thinking to improve their innovation processes and outcomes; currently, he focuses on strategic foresight and the application of design thinking tools for digital transformation. An expert at facilitating innovation, he understands the complexities of organizational initiatives and applies best practices to help teams solve new challenges.

Previously, Jim worked as a chemical engineer and as a high school physics and biology teacher. He has a B.S. in Chemical

Engineering from the University of Notre Dame.



Amanda Rose, Innovation Advisor – RTI Innovation Advisors

Amanda Rose brings to clients a skillset in facilitation, design, research, and project management combined with a generative mindset for envisioning future systems change. For more than a decade, she's has been creating, testing, and applying design thinking approaches in her work with philanthropic donors, governments, and others. Amanda has used design thinking throughout her career to shape large-scale systems change initiatives in food and agriculture across the globe. She received a B.S. in Chemistry and in Interdisciplinary Studies from North Carolina State University and an M.S. in International Science and Technology Policy from the Elliott School of International Affairs at The George Washington University.