



Lisa Beck, MBA is Owner at Insight Factory.

**Market Research and Sensory Insights Professional** with over 20 years experience, 15 with a major CPG and over 5 years consulting with sensory and consumer insight professionals around the world. Lisa provides unique strategic consulting and support to companies through actionable consumer research. She routinely guides clients in testing methodologies and study designs in the fragrance, flavor, cosmetics, personal care, household care, food and beverage industries. Lisa is a unique consumer products professional with experience in the areas of product development, marketing, sensory and consumer insights.

Lisa is also a skilled meeting facilitator, RIVA trained focus group moderator, and a member of QRCA (Qualitative Research Consultants Association). Her specialties include: Consumer Product Research, Qualitative Research, Quantitative Research, Focus Groups, Brainstorming/Creativity Sessions, and New Product Development.

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**Bryson C. Bolton, MS** is Manager of Sensory & Consumer Research at Product Dynamics, a Division of RQA, Inc. in Orland Park, IL. He currently provides leadership, guidance and insight on all sensory and consumer research activities. He acts as a primary customer contact and serves as a key client advisor and resource.

Prior to Product Dynamics, Bryson was a Sensory Scientist at Kraft Foods in Glenview, IL. There, he provided sensory and consumer science support to the Grocery R&D Community and the Center of Excellence for Cheese and Dairy.



He is an Adjunct Instructor at Dominican University, and is a member in the following organizations: American Society for Testing Materials, Society of Sensory Professionals, and the Institute for Food Technologists.

Originally from Chicago, IL, Bryson loves to travel and has a passion for food. He holds a BS in Food Science with a minor in Chemistry from Alabama A&M University and a MS in Food Science with a concentration in Sensory Science with a minor in Enology from Cornell University.

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**B. Thomas Carr, MS** has over thirty years' experience in applying statistical techniques to all phases of research on consumer products. Prior to founding Carr Consulting in 1995, he held a variety of business and technical positions in the food and food ingredient industries. Tom is Adjunct Professor in Quantitative Sensory Evaluation at Charles Sturt University, NSW, Australia and is actively involved in the continuing education of researchers and scientists, both in the United States and internationally. Tom is co-author of *Sensory Evaluation Techniques, 5<sup>th</sup> Ed.* And *Sensory Evaluation in Quality Control* and is a member of the Editorial Review Board of the Journal of Sensory Studies. In addition, he serves in Chairman and Delegate capacities for the ASTM (American Society of Testing Materials) and is Vice-Chairman of the US delegation to ISO (International Standards Organization). Tom has a Master of Science degree in Statistics from Colorado State University and a Bachelor of Arts degree in Mathematics from University of Dayton.

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In 1986, **Chris Findlay, Ph.D., CFS** founded Compusense Inc. and continues to serve as its Chairman. The company has become a world leader in sensory and consumer science, with a focus on software development and a dynamic contract and independent research program.



Dr. Findlay has been an active member of the Institute of Food Technologists for over 30 years and is a past Chair of the Sensory Evaluation Division. In 2011, he was honoured with the Institute of Food Technologists Inaugural Award for Achievement in Sensory and Consumer Science. He is also involved in the American Society for Testing Materials E-18 Committee, Society of Sensory Professionals and Sensometrics organizations. He is a Fellow of the Canadian Institute of Food Science and Technology.

He has taught Sensory Evaluation as an Adjunct Professor in the Department of Food Science of the University of Guelph and has lectured internationally on a wide range of sensory subjects. He holds a B.Sc. Chemistry, from Concordia, Montreal, M.Sc. and Ph.D. in Food Science from the University of Guelph. He holds 7 patents, has published over 50 refereed scientific papers and has contributed to four books on sensory science.

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**Soo-Yeun Lee, PhD**

Professor, Department of Food Science and Nutrition, University of Illinois, Urbana-Champaign

Soo-Yeun Lee (Soo) is a Professor in the department of Food Science and Human Nutrition (FSHN) and an Assistant Dean for Curriculum and Honors Programs for the College of Agricultural, Consumer and Environmental Sciences (ACES) at the University of Illinois, Urbana-Champaign (UIUC). Her scholarship in the area of Sensory Science has achieved recognition by the Institute of Food Technologists (IFT) with the Samuel Cate Prescott Award in 2011. Her research focuses on: 1) utilizing innovative sensory methodology to develop health-targeted new product alternatives, 2) determining the factors that characterizes picky eating, and 3) identifying strategies to reduce sodium in foods without compromising sensory acceptability. She has published over 60 peer-reviewed papers and garnered over \$2 Million in research grants. Soo has also been recognized as an educator with many national and campus level teaching awards, such as the ACES Funk Award for Excellence in Teaching, UIUC Campus Award for Excellence in Undergraduate Teaching, North American Colleges and Teachers of Agriculture (NACTA) Teacher Fellow Award, NACTA Teaching Scholar Award and NIFA/USDA Food and Agricultural Sciences Excellence in College and University Regional Teaching Award. She teaches undergraduate and graduate level Sensory Science courses in FSHN and ACES Honors Seminar course. She has served as the Chair of the Sensory and Consumer Sciences Division of IFT (2012-2013), a member of the IFT Annual Meeting Scientific Programming Advisory Panel (2013, 2015), and an Associate Editor for the Journal of Food Science, Sensory and Food Quality section.

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**Lori Rothman, MS, CFS** has over 30 years' experience in Sensory Evaluation and Consumer Science, with employment at Kraft Foods, Kellogg's, Brach's Candies and Philip Morris. Lori's roles in these organizations have included both managerial and technical assignments and have allowed her to develop her passion for mentoring and teaching others. She currently holds two Packaging Design Patents and one Trade Secret.

Lori is active in both the national and local Chicago section IFT, the American Society for Testing Materials (ASTM International) E-18 Committee (a standards creation organization), and the Society for Sensory Professionals. In 2015, she spoke at the national IFT meeting on 'Designing Products' Sensory Cues to Deliver Brand, Functional and Emotional Promise', authored a poster 'Comparison of Check-All-That-Apply & Likert Scales in Differentiating Product Benefits' at the Rose Marie Pangborn Symposium and published an article 'ASTM and the Evolving World of Sensory

Science' in New Food Magazine. Lori's other publications include research papers, a chapter on Just About Right Scales in 'Consumer-led Food Product Development' and 'Just-About-Right (JAR) Scales: Design, Usage Benefits and Risks' for ASTM. This document won the ASTM Dudley Prize for a document that makes an outstanding contribution that is of widely recognized impact on a particular field of interest to ASTM International. Lori is currently a reviewer for the journals Food Quality and Preference and the Journal of Sensory Studies.

Lori holds a BS from Cornell University in Nutrition Science and an MS from the University of California, Davis in Food Science.

Lori is currently a consultant at LoriRothmanConsulting in sensory evaluation and consumer science.

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**Herbert Stone, Ph.D., CFS** received his Ph.D. in Nutrition, Univ. of California, Davis; B.S. & M.S. Food Science & Technology, Univ. of Massachusetts. President and co-founder Tragon Corporation, 1974-2007.



From 1962 to 1974 associated with Stanford Research Institute, Chair of the Food and Agricultural Sciences. 1974 to 2007, Co-founder and President of Tragon Corporation. Currently a consultant in developing and managing sensory programs, including workshops and on-site training.

Co-founder of the Sensory & Consumer Sciences Division and past-Chair; IFT Board of Directors, President, 2004-2005, Scientific Editor, Journal of Food Science—Sensory Evaluation & Quality, co-developer of the QDA methodology.

More than 150 peer reviewed publications and book chapters; co-author, "Sensory Evaluation Practices", 4th edition, Academic Press, 2012.

He is a CFS (2013), IFT Fellow (1984); Phi Tau Sigma (1958); Fellow IFST (2004); IAFST (2008); CIFST China Friendship Award, 2008; Cal Willey IFT Service Award, 2011; ASTM David R. Peryam Award for Sensory Evaluation, 2010; Sensory & Consumer Sciences Achievement Award, 2014.

Serves on the Advisory Board, University of Massachusetts, Food Science & Technology; Chair, Leadership Board, University of California, Davis Food Science; Chair, Sensory Sciences Scholarship Fund.