



NUS FoodTech Challenge 2021

List of Mentors



Ms. Betty Lu
Confetti Snacks

Betty is the founder and CEO of venture backed Confetti Snacks based in Singapore and NYC. Confetti crafts award-winning tasty gourmet snacks made from nutrient dense vegetables in exotic flavors inspired by diverse cultures of Singapore. The scrumptious plant-based snacks are upcycled from ugly produce or crop surpluses, and an excellent source of minerals and fiber. A portion of proceeds go to global efforts for the environment and to end hunger. Betty is a branding expert with a global strategic outlook. She is an avid scuba diver, paraglider and world traveler.



Ms. Verleen Goh
Alchemy Foodtech

Verleen Goh is the co-founder and Chief Food Fighter of Alchemy Foodtech. With the belief that food is the new medicine, she is on a quest to use food science and technology to create new functional foods and ingredients to combat chronic diseases. Currently, she is set on solving the diabetes problem in Asia, starting with our love for carbs. Alchemy Foodtech patented ingredient, Alchemy Fibre™, is a 100% plant-based ingredient scientifically tested to lower glucose release of carbohydrate foods, and provides beneficial prebiotic fibres which aids gut health and immunity, while maintaining the great taste of food. Verleen graduated with an honours degree in Food Science and Technology from National University of Singapore.



Ms. Lim Jie Ai
Manus Bio Inc.

Jie Ai Lim energized by startups and innovations in foodtech. As regional project manager (APAC) at US\$75M funded Series B biotech startup Manus Bio, she is involved in strategy and new projects, market research, regulatory, and commercial sales of high value ingredients sustainably produced via advance fermentation. Previously, Jie Ai was programme manager at NUS Enterprise@Singapore Science Park, where she managed a portfolio of 28 deep tech startups, organizing ecosystem events and facilitating connections for startup success. As general manager at SEAMO Ventures, she led business development for Israeli firms such as Monday.com and managed the ASEAN partnership between Dragontail Systems (ASX:DTS) and Fortune 500 company YUM! to automate 38 quick service restaurant stores. During NUS Overseas College (NOC) Israel, Jie Ai was analyst in The Kitchen FoodTech Hub, Israel's only foodtech focused venture capital and incubator; business & foodtech analyst in alternative protein Flying SpArk (FLYS); and co-organizer / volunteer at TLV Startup Challenge. A proud alumni of NUS FST, she is also studying a part-time Master of Science, Management of Technology in NUS because she believes that the future is deep tech. Jie Ai is always happy to meet humans, hear their stories, and share ideas over coffee or a walking chat.



Ms. Tan Hui Fern
CP Kelco

Manager of Sales Technical Service for South East Asia and Australasia Region at CP Kelco Singapore. Hui Fern holds a Bachelor's Degree in Food Science and Technology from the University of New South Wales (Australia). She started her working career as a Food Technologist in a local food manufacturing company making soy-based products. She has since then worked for several food ingredient companies – Copenhagen Pectin (Technical Service), Palatinit/Beneo (Technical Sales) and Celanese (Technical). Hui Fern joined CP Kelco in 2016 and has been enjoying the challenges and learnings she gained from the company. Outside work, Hui Fern enjoys having a good meal with friends and taking nature walks in Singapore on weekends. She is experienced in the use of food hydrocolloids and functional ingredients in food and beverage applications. She is also well-versed in the technical marketing of functional ingredients.



Mr. Frank Meijer
IFF

Mr. Frank Meijer has a Bachelors of Science from Hogeschool Rotterdam, Netherlands in Organic Chemistry. He started his career at Unilever Research where he worked for 14 years as a Flavour Scientist and Flavour Application Manager on developments, from lab to production, in the tomato, soy and dairy industry. He has also spent 17 years with DSM Food Specialties as Product Application Specialist and Global Product Application & Development Manager in the area of fermented savoury ingredients, yeast extracts and process flavours. Now he has spent 2.5 years with IFF as Senior Food Application Technologist, determining the value proposition, benefits and features of innovation prototypes in the area of natural flavours, extracts and essences. At IFF, upcycling, reuse of waste material is strongly on the radar, keeping in mind people, planet and profit.



Mr. Laurens Reiber
IFF

Mr. Laurens Reiber has a Master of Science from Leiden University, Netherlands in Synthetic Organic Chemistry. He has spent 14 years with IFF and started out as an intern at IFF R&D as an organic chemist, discovering a new flavour ingredient. He has spent 10 years as a creative flavourist in Europe, Africa and Middle East, and 4 years leading the Re-Imagine Natural® innovation program. His technology portfolio covers a broad range of natural extracts and essences, natural molecules and clean label flavour ingredients. This includes a range of upcycled flavour ingredients produced from side and waste streams.

Ms. Maureen Tan
IFF

Ms. Maureen Tan has a food technologist background with more than 35 years of working experience. She has experience in the frozen seafood industry in raw material harvest to value-add retail product showcase; bakery industry in the liaison with flour millers and ingredient suppliers for new product development and shelf-life stability of sandwich loaves as well as filled buns exploration; and instant noodle industry in setting up R&D centres in various sites and converting lab prototypes to industrial batches. She also has spent more than 20 years working in Flavour House exploring the food ingredients and flavour systems in different end products, specialising in the savoury category.



Ms. Lydia Tan
IFF

Ms Lydia Tan has 35 years of experience in the area of commercial bakery, confectionery and gum. She has spent over 26 years in the flavour industry with more than 21 years with IFF. She has also spent 3 years as a lecturer cum instructor in commercial bakery and cake decoration, as well as 5 and a half years as a product developer in pastries, cakes and Chinese dim sum in FMGC companies. She has a wide area of application experience in the confectionery, commercial and artisan bakeries, as well as scale up production and new formulation creation.



Ms. Sharon Kong
IFF

Sharon Kong is the Technical Category Manager with IFF for Beverage Application. She has 20 over years of experience in the food industry. Carried a strong passion, being agile and build up product knowhow, process knowledge in Beverage Category (carbonated soft drink, juices, tea/coffee, sparkling water, energy drink, isotonic drink, Asian beverages), played an active role to grow and expand Beverage segments. Engaged relevant tools, technology and integrated solution to drive beverage innovation projects and ideation which had given these segments new dimension of positioning in key Regional markets across different end use.



Mr. Guglielmo Bonora
Nestlé

Mr. Guglielmo Bonora holds a MSc in Law and Business Administration from Bocconi University (Milan). He started his career with Nestlé in 2004 in the International Audit Team, one of the most important talent pools within Nestlé for future business leaders of the Group. In 2010, he moved to Nestlé Middle East where he performed various positions in Marketing & Sales before taking on the function of Group Product Manager for NIDO Growing-up Milks. In 2015 he moved back to Nestlé HQ as Global Category Leader for Children Ambient Dairy, responsible for setting the global strategy of iconic brands like NIDO and BEAR BRAND. As of December 2020, he was appointed R&D Singapore Centre Head, a multicategory ASEAN R&D Centre focused on delivering locally relevant and agile innovation for the region.



Dr. Allan Lim
Nestlé

Allan Lim leads the Front-End Innovation and Partnerships team at Nestlé R&D Center, which is responsible for white space exploration, external partnerships, contract and IP management. Allan started his career in Nestlé as a chemist in 1995 after graduating with a PhD from the Institute of Molecular and Cell Biology. After a brief career at an animal health company between 2004-2008, Allan returned to Nestlé to lead innovation partnership in Asia. One of his biggest achievement is the establishment of strategic partnership between Nestlé and A*STAR in 2014. Today, Allan is supporting innovation in Southeast Asia through different collaboration models with the academia, enterprises, and startups. One of his recent contribution is the setting up of Circular Materials Laboratory, a pre-competitive R&D consortium of more than 20 companies, universities, government agencies and public research institutes focusing on sustainable packaging materials. At the national level, Allan supports Enterprise Singapore by serving as chairman of the Singapore Food Standards Committee and member of Singapore Standards Council. He also serves as chairman and member in several academic advisory boards of tertiary institutions.



Ms. Cindy Koh

Nestlé

Cindy Koh is the Partnerships and Contract Manager in Nestlé R&D Singapore, where she works closely with project managers and researchers to identify, validate, and set up the contractual framework for win-win partnerships. She is also currently the project manager for a few sustainability-related projects involving short-term pilot test launches. Cindy joined Nestlé in 2020, after more than 5 years in L'Oréal, Research, and Innovation under a similar context to manage open innovation activities and contract negotiations. In her last position as a Business Development Manager based in Shanghai (L'Oréal China), she was responsible for the management of global open innovation portfolios for specific domains such as scalp care and skin imperfection. Prior to this, Cindy spent 2 years in A*STAR under the Industry Development Group and a year in Lux Research, a boutique research and advisory firm for emerging technologies. Cindy holds a MBA from IE Business School (Madrid) and Singapore Management University, and a BSc from the National University of Singapore.



Ms. Andrea Olden

Nestlé

Andrea Olden is a Project Manager and R&D Nutritionist in Nestlé R&D Singapore. Andrea first joined Nestlé in 2017, working as a Brand Nutritionist in Oceania (Australia, New Zealand and the Pacific Islands) where she was responsible for driving nutritious innovation in key categories and working closely with marketing and sales on product communication. Since joining R&D Singapore in 2019, Andrea has been responsible for supporting sugar reduction initiatives, plant-based innovation and steering the nutrition strategy. During this time Andrea has also led fast track product launches, from ideation and validation through to launch. Prior to joining Nestlé, Andrea has worked with organisation to help develop their product portfolios, sugar and salt reduction initiatives, nutrition and health strategies and communication plans.



Dr. Liang You Yun

Nestlé

Youyun Liang is the Head of Science and Technology at Nestlé R&D Singapore where the mission is to discover and develop new technological solutions to improve nutrition, taste and cost of food and beverage products. She joined Nestlé in 2016 as a Biotransformation Scientist and has a proven track record of bringing new biotransformation technologies from ideas to launch. Within Nestlé, she also led the Biotransformation Knowledge Network which comprises an international community of experts and practitioners in the field of Biotransformation. Prior to joining Nestlé, she did her research in the field of Synthetic Biology in the Metabolic Engineering Research Laboratory at A*STAR and graduated with a joint PhD in Chemical and Biomolecular Engineering from National University of Singapore and University of Illinois at Urbana Champaign focusing on Tissue Engineering as the main research area. Youyun is also a certified professional project manager (PMP®) and looks forward to sharing her experience.



Dr. Chua Jian Yong

SinFooTech

Jian Yong currently is an instructor at NUS Food Science and Technology Department. He has received his Doctorate degree from NUS in May 2021. His research focuses on food waste biovalorization and fermentation. He was also the ex-CTO of a local startup working on food processing by-product valorization. While serving as the CTO of the startup, he led his team to upscale the technology from lab scale to pilot scale. He has also worked as an intern at a local flavor house during his undergraduate years on projects related to natural flavor synthesis. He has been providing technical and operation advice to local food tech startups and aspiring entrepreneurs. Jian Yong has also served as a mentor in Food Tech Challenge 2019.



Mr. Andrew Goh
Angie's Tempeh

Andrew Goh is the co-founder for Angies tempeh and is the product developer of Cemani Chicken Skin snacks. He is currently the Head of Product Development in Angie's Tempeh and the brains behind the tonnes of tempeh (solid state fermentation) products produced locally in Singapore. Combined with technical knowledge in Mechanical Engineering in 2001, Andrew aims to be the top large scale production specialist in Asia.



Dr. Wong Shen Siung
Tate & Lyle

Dr Wong Shen Siung has 16 years of experiences in global food and beverage industry, as well as in academia, on innovation projects and new product launch. His primary research focus in on new food product and ingredients functionalities (texture-sensory relationship). He is experienced in food product formulation and processes, new product development as well as application of texturizing ingredients. A technical leader with strong business acumen, with a PhD in Food Science and Technology (Polysaccharides Functionality) from National University of Singapore.



Mr. Kamath Neeraj
Tate & Lyle

Neeraj Kamath is a Sr. Beverage Application Scientist working at Tate & Lyle based out of Singapore. Prior to Singapore Neeraj worked in US and India with Nestle Health Science and Nestle S.A respectively. He holds Bachelor and Master's Degree in Food Engineering and has over 8 years of work experience in Food Industry. Neeraj likes to get involved in new and upcoming innovations in food addressing Sustainable development Goals such as food security and waste reduction. He is serving as a mentor for Grow Singapore platform which is an agrifoodTech accelerator and currently engaged in advising new startups. Neeraj has background in recommending ingredient solutions for product development, quality assurance and process engineering.



Ms. Wong Hwee Min
Tate & Lyle

Hwee Min is a food scientist with 15 years of industry experience. She is currently Senior Applications Scientist at Tate & Lyle, a global food and beverage solutions provider. She specialises in Beverage Applications, with in-depth knowledge on sweeteners and soluble fibres. She is currently Senior Applications Scientist at Tate & Lyle, a global food and beverage solutions provider. She specialises in Beverage Applications, with in-depth knowledge on sweeteners and soluble fibres. Prior to Tate & Lyle, she was involved in R&D and product development as a Food Technologist at Fraser & Neave, Limited. She started her career developing flavour emulsions using sucrose esters at a local start-up and later on using modified starches at Ingredion. She is an alumni of the NUS-FST programme.



Mr. Rohit Nanwani
Sankalpa Ventures

Rohit is the managing partner at Sankalpa Ventures, a venture capital fund focused on enabling startups in the consumer health and wellness space. The fund's mission is to help people live healthier and happier for longer, by empowering entrepreneurs with an aligned mission. Rohit's responsibilities within the fund include capital raising, deal sourcing and venture onboarding and support. Rohit's interest in entrepreneurship stems from his experience as a fourth-generation family member of the Tolaram Group, a consumer goods and services conglomerate with a focus on food manufacturing and financial services. Rohit was previously a business development executive with the Group for 7 years and spent majority of his time supporting the Group's growth in Africa and Indonesia. During this time, he played instrumental roles in expanding to new markets and supporting the Group's mergers and acquisitions team on significant ventures such as a deal with Kellogg. Following his experience at Tolaram, Rohit co-founded LVL Life (a nutrition company), shifting his focus to nutrition and lifestyle in alignment with his personal belief in health and wellness. During his three years with LVL, Rohit was in charge of fund-raising, business development and marketing, and successfully got LVL into the first cohort of Big Idea Ventures' startup accelerator program for plant-based ventures. Rohit's passion for the health and wellness industry extends to his personal time. He currently volunteers with the Contentment Foundation, and participates in speaking and mentorship programs for budding entrepreneurs in the consumer foods industry, which include events hosted by the National University of Singapore and National Youth Council. Rohit graduated with a Bachelor of the Arts in Media and Culture from Oxford Brookes University in 2010.



Mr. Alex Roper
Design Brridge

A design thinker with a passion for making a difference. An Industrial Designer by training, with 10 years in the game. Alex has specialized in 3D Branding and Design Innovation across product consultancies, branding agencies and MN-Clients (R&D). With broad experience in cross-category brands and an knack for understanding diverse customer journeys & complex product ecosystems, a real champion for design-led thinking, real insights & 'ideas that happen'.



Mr. Irsyad Ramthan
Interseed

Irsyad is the co-founder and COO of Interseed. Interseed's mission is to help founders and talents grow their impact and drive green innovations to fight climate change, pollution, and resource scarcity. A graduate from NUS Biomedical Engineering and a tutor for the NUS Institute for Engineering Leadership, he made the hard transition into the sustainability innovation space after recognising the threat that the climate crisis would bring about, and realizing the role that businesses and innovations would need to play in addressing it. His expertise lies mainly in startup business models in the sustainability space, as well as communicating impact.