



GREG WISEMAN

Food & Beverage Innovation Consultant

PROFILE

Greg is a Research and Development Executive and Innovator with extensive Product Development, Project Management and Strategy experience. He's known for his strong expertise in food/beverage formula and process development as well as project management and commercialization to deliver innovation and drive growth.

Greg is an entrepreneur himself having ideated, patented and successfully commercialized a repositionable magnetic frame hanging system – Gallery Magic®. He achieved nation-wide distribution in Ace Hardware and a five-star rating on Amazon and on The Grommet.

As a result of working for Kraft Foods for over 20 years, Greg possesses the sophistication of a multi-national company but has a 'just do it' bias to quickly achieve results in fast-paced startup cultures.

He has efficiently collaborated with early stage startup companies as well as Fortune 100 companies such as Starbucks, McDonald's, Tim Horton's, and Tetley by quickly assessing and adapting to the company culture and norms to achieve outstanding business results.

CORE COMPETENCIES



Entrepreneur Approach

Delivers fast-paced, insightful decisions by identifying and quickly assimilating essential information.



Technical and Business Expertise

Comfortable speaking and translating business, technical and analytical ideas and concepts.



Commercial Focus

Seizes Opportunities by identifying risks and understanding details in the larger strategic context.



Strategic Planning

Utilizes strong analytical and interpersonal skills to efficiently identify risks and seize opportunities by understanding details in the larger strategic context to inform and shape the go-forward approach. Delivers decisive decisions and frameworks to implement.

PATENTS AND PUBLICATIONS

US PTO 9,788,670 | 6,399,131 | 6,120,831 | 5,656,320

Engineering Paper at 18th International Scientific Colloquium on Coffee - Helsinki Finland

EDUCATION

B.S Food Engineering - Purdue University
Fermentation Technology - MIT Summer Program
Aseptic Processing and Packaging - Purdue University

AREAS OF SERVICE



Help People

- ✓ Personal Mentoring/Coaching
- ✓ Professional Development
- ✓ Team Dynamics/Efficiency



Optimize the Organization

- ✓ PMO Establishment
- ✓ "Right Size" Stage Gate Design and Adoption
- ✓ Project and Portfolio Management Tool Configuration and Implementation



Lead the Project

- ✓ Individual Project Milestone Management and Delivery
- ✓ SWOT Analysis
- ✓ Risk Assessment
- ✓ Strategic Planning
- ✓ Strategic Analysis



Define the Idea

- ✓ Ideation/Brainstorming
- ✓ Concept Development
- ✓ Concept Testing and Results Analysis
- ✓ Purchase Intent Testing



Make the Product

- ✓ Development Project Management
- ✓ Fee for Service vs Contract Manufacture Development Decision
- ✓ Developer Relationship Management
- ✓ Development Agreement Evaluation
- ✓ Shelf Life Study Design
- ✓ Formula Development Management
- ✓ Formula / Process Troubleshooting
- ✓ Prototype Focus Group Facilitation
- ✓ Flavor Supplier Identification / Optimization
- ✓ Patent / Trade Secret Creation, Identification and Protection



Manufacture the Product

- ✓ Contract Manufacture Identification
- ✓ Supplier / Contract Manufacturer Relationship Management
- ✓ Manufacturing Agreement Evaluation
- ✓ Commercialization Process Management
- ✓ Scale Up
- ✓ Plant Trials
- ✓ Manufacturing Troubleshooting



Continuously Improve

- ✓ Cost Saving Identification / Implementation
- ✓ Consumer Response Analysis
- ✓ Product Quality Optimization
- ✓ Line Extensions