

## Alexandra (Alex) Waite

Nutrition & Product Development professional with a background in leading innovative concepts from kitchen to marketplace; specializes in gluten-free, vegan, and organic food product development, pet consumable product development, ingredient sourcing, and marketing collaboration on nutrition communication. Experienced in team management, process creation & management, and manufacturing plant trials. Well versed on current industry trends. Entrepreneurial spirit with a creative, solution focused mindset. Excellent written and oral communication skills; Certified Professional Coach (CPC). Strong network of industry professionals for additional support and expertise with sourcing, regulations, certifications, and co-manufacturing.

### Employment

June 2017 – Present

*Shameless Pets*

- **Co-Founder, Chief Innovation Officer (www.shamelesspets.com)**
  - Shameless Pets uses upcycling to turn ingredients that may have otherwise been lost or wasted into outrageously good pet treats! Every ingredient is carefully selected to provide the utmost nutrition while prioritizing our planet's sustainability.
  - Purina Pet Care Innovation Prize Winner 2019
  - Leap Venture Studios Cohort 2 – Mars Petcare, R/GA, & Michelson Found Animals Accelerator
  - Accepted into FoodBytes! – Oct 2019
  - Selected by MLA to participate and pilot together in TERRA's Cohort IV
  - Winner of Super Zoo New Product Showcase – Sustainable Pet Product Award – 2021
  - Presented at Albertson's Innovation Launchpad – Expo West, 2023
  - Product has been distributed nationwide through FDM, Pet Specialty, D2C, E-commerce, Drug, and Club channels

May 2017 – Present

*Alex Waite Consulting*

- **Independent Consultant (www.alexwaite.com)**
  - Product Strategy
    - Strategic product development, product positioning, concept development, and competitive landscape
  - Food Product Development & Commercialization
    - Specializes in allergen-free (gluten, dairy, soy, egg, and nut free), Paleo, Organic, non-GMO, Kosher, and Vegan food products & pet consumables
  - Private Label Product Sourcing, Launching, & Merchandising; Ingredient Sourcing
    - Extensive network of co-manufacturers in variety of food and pet categories
    - Ingredient sourcing to specification
  - Project Management
    - Product launch process creation and implementation
    - Eight years of experience in managing products from concept to shelf
  - Nutrition Facts, Labels & Regulations
    - Formula development to nutritional specification (ie calories, sugar, fat, fiber, protein, etc.)
    - Able to generate nutrition facts panels, ingredient and allergen statements
  - Industry Network & Insights
    - History of predicting trends as exhibited by “ahead of the curve” product launches
    - Connected to and collaborate with well-established experts on FDA regulations, ingredient sourcing & purchasing, Organic, non-GMO, Vegan, Gluten Free certification submission process & maintenance, QA/QC, and co-manufacturers

December 2016 – May 2017

*Chew Innovation*

- **Director of Food Science**
  - Responsible for the concept, benchwork, plant trial, and launch plan for launch of 3 SKUs in 10 weeks of employment; total of 8 SKUs launched by industry leading allergen free client
  - Oversaw and met all provisions, milestone timelines, terms and conditions stated in the client contract, statement of work, and briefings
  - Established strong client relationships and exceed client expectations
  - Managed team in product development process from concept to launch by utilizing the scientific method at bench level and strong project management and communication skills in managing launch process
  - Identified new opportunities to expand the existing scope of work
  - Aligned team and other team members with overall organization mission, vision, values, and goals to enhance the overall culture
  - Provided leadership and support for innovation initiatives & technical needs
  - Ensured formulations were reproducible at commercial scale under client specifications and quality standards
  - Lead with detailed guidance, using intuition and experience to navigate uncertain pathways when not given

June 2012 – October 2016

*Mary's Gone Crackers*

- **Director of Research & Development (Promoted from R & D Coordinator, March 2013)**
  - First R & D employee of MGC; created and improved department structure, processes, and facilities from baseline
  - Responsible for the development and launch of the 2nd best-selling SKU in the company (Super Seed Cracker)
  - Responsible for the development and launch of the Super Seed cracker line (5 flavors), Jalapeno cracker, Everything pretzel, Thins cracker line (5 flavors), and Minis (3 flavors)
  - Lead development of gluten free, organic, kosher, vegan, and non-GMO new products on tight timelines and within cost parameters within Stage Gate process
  - Collaborated with Executive team in developing R & D team priorities and product development strategy
  - Gathered and validated appropriate documentation for specification development, such as nutritional information, organic, kosher, gluten free, vegan, and non-GMO
  - Directed and coordinated factory trials necessary for the development of products
  - Worked with manufacturing and co-manufacturing facilities to insure progress of product development
  - Directed project management of new product development
  - Provided functional/technical guidance to the R & D, Operations, and Quality teams
  - Created and implemented consumer research studies
  - Developed and managed department budget including monthly financial accounting
  - Presented product concepts to Board of Director meetings
  - Researched current trends in the industry (magazines, newsletters, etc.)
  - Worked with operations to develop cost management processes / procedures and ensure that new product development efforts are compatible and beneficial to the manufacturing capabilities
  - Applied emerging and innovative technologies to create competitive advantage
  - Set priorities, coached, and supervised team members
  - Upheld company mission and values along all aspects of product development
  - Collaborated between departments (marketing, sales, production, quality control, certifications, purchasing)

April 2010 – May 2012

*Center for Nutrition & Activity Promotion*

- **Community Nutrition Assistant II**
  - Supervised research projects: study design, staff organization and trainings, and data collection
  - Compiled and analyzed data, recorded research procedures and results, filed and maintained records, coded data for input for electronic data processing, input data using statistical software, created tables and graphs
  - Proficient in basic statistical techniques in SPSS (t-tests, ANOVA, binary logistic regression, chi-square)

January 2012 – May 2012

*California State University, Chico*

- **Lecturer**
  - Implemented curriculum for Futures in Nutrition (NFSC 455)
  - Presented materials using PowerPoint and managed a university based resource (WebCT Vista)

August 2010 – May 2012

*California State University, Chico*

- **Teacher Assistant & Student Assistant**
  - Implemented curriculum for NFSC 120, 320, 431 as Teacher Assistant
  - Demonstrated use of laboratory equipment, and enforced laboratory rules
  - Provided students with constructive feedback for weekly assignments in Grant Writing (HCSV 579)

### **Education**

- M.S. Nutrition Education; California State University, Chico
- B.S. Nutrition and Food Science Option in Dietetics; California State University, Chico
- B.S. Exercise Physiology; California State University, Chico
- Certified Professional Coach; Leadership That Works

**List of Publications, Peer Reviewed Poster Presentations, and Professional References available upon request**