

Alexandra (Alex) Waite · Boston, MA 02215 · 925-348-4225 · alex.ann.waite@gmail.com

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, 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 (www.shamelesspets.com)**

- Shameless Pets upcycles quality food into Superfood Boosted dog treats so our pups can do their part in saving fighting food waste!
- From finished product to 500 retail doors in 6 months; 4.8 star Amazon rating
- Purina Pet Care Innovation Prize 2018
- Leap Venture Studios Cohort 2

May 2017 – Present

Alex Waite

- **Natural/Organic Food Industry Consultant (www.alexwaite.com)**

- Food Product Development & Commercialization
 - Specializes in allergen-free (gluten, dairy, soy, egg, and nut free), Paleo, Organic, non-GMO, Kosher, and Vegan food product development and commercialization
- Private Label Product Sourcing, Launching, & Merchandising
 - Extensive network of co-manufacturers in variety of food and pet categories
- 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
- Nutrition & Wellness Communication
 - Able to create written content for marketing materials, sales presentations, blogging, social media, etc.
- Project Management
 - Product launch process creation and implementation
 - Eight years of experience in managing products from concept to shelf
- Brand Development
 - Strategic brand development, brand positioning, and content marketing

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

Professional Memberships

- Institute of Food Technologists (IFT) Jan. 2013 – current
- Branchfood Community Member; June 2017 – current; www.branchfood.com

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