

Consumer Trust Insights Council



Ujwal Arkalgud

Cultural anthropologist and entrepreneur. Ujwal is the co-founder of MotivIndex, and in 2018 they launched MotivBase, the world's first AI anthropologist.

<https://www.motivbase.com/blog>



Tracy Irani

Chair of the Department of Family, Youth and Community Sciences at the University of Florida. Tracy is a nationally recognized social scientist in the areas of public understanding of science and technology, crisis and risk communication, and public opinion issues analysis.

<https://fycs.ifas.ufl.edu/fycs-directory/tracy-irani/>



Charlie Arnot

CEO of the Center for Food Integrity and president of Look East, a consulting company. CFI is a national non-profit helping today's food system earn consumer trust.

<https://foodintegrity.org/>



Lauri Baker

Associate professor of agricultural communication in the Department of Agricultural Education and Communication at the University of Florida. Lauri co-created the Center for Rural Enterprise Engagement that serves as a generator and source of knowledge about new-media marketing.

<https://piecenter.com/>



Kathy A. Bantivoglio

Director of Sensory & R&D Consumer Insights for The Hershey Company. Kathy leads a multidisciplinary team responsible for ensuring product quality, contemporizing core confection and advancing new business development.



Nick Fereday

Senior Analyst - Consumer Foods, RaboResearch. Nick covers research on the North American value-added processing sector.

<https://research.rabobank.com/far/en/authors/nicholas-fereday.html>



Terry Fleck

Executive director of The Center for Food Integrity. Terry has been with CFI since 2007, working to create a more transparent food system.

<https://foodintegrity.org/>



Jayson Lusk

Distinguished Professor and Head of the Department of Agricultural Economics at Purdue University. Jayson is an author and a food and agricultural economist who studies what we eat and why we eat it.

<http://jaysonlusk.com/>



Carl Persson

Senior Director, Global Cross-Category Consumer Insights at PepsiCo.



Kevin Ryan

Founder of Malachite Strategy and Research. Kevin has almost 20 years of experience leading innovation and strategy at General Mills and Amazon and advanced degrees in food science and food anthropology.

<https://www.malachite-strategy.com/>



Susan Schwallie

Executive Director of the NPD Group Food and Beverage. Susan has worked across a variety of North American CPG clients translating insights about how Americans eat into action for marketing, culinary, and corporate strategy professionals.

<https://www.npd.com/wps/portal/npd/us/news/insights/>