

# GELITA

## Improving Quality of Life

Symposium • September 20-22, 2016  
The Claremont Club & Spa • Berkeley, CA

### Tuesday, September 20

6:00 pm Cocktails @ Pool Arbor  
7:30 pm Dinner @ Meritage

### Wednesday, September 21

6:15-7:15 am Body, Mind, Spirit: Morning Exercise (optional) – meet at Claremont Sports Club  
8:00 am Breakfast @ Limewood Bar & Restaurant  
9:00 am - 2:30 pm Sessions @ Empire Ballroom

- 9:00 GELITA Welcome  
Lara Niemann; Marketing Director Americas, GELITA
- 9:05 GELITA Strategy Insight: Change. Innovate. Grow.  
Franz Josef Konert, PhD; CEO, GELITA
- 9:35 Global Gelatine Trends & Market Factors  
Michael Teppner; Global VP Marketing & Communication, GELITA
- **10:20 BREAK**
- 10:45 Driving Forces in Global Health & Nutrition / Dietary Supplement Market  
Patrick Rea; Founder &, Managing Director, Health Business Partners
- 11:30 Opportunities in Global Omega3 Industry  
Adam Ismail; Executive Director, Global Organization for EPA and DHA Omega-3s
- 12:30 Lunch @ Meritage
- 1:30 Developments in Capsule Production / Technology  
Gabriele Reich, PhD; Dept of Pharmaceutical Technology & Biopharmaceutics, University of Heidelberg

3:00 Meet in lobby to depart for afternoon

3:30-5:00 Donkey & Goat Winery  
5:30-8:30 Kitchen on Fire

### Thursday, September 22

6:15-7:15 am Body, Mind, Spirit: Morning Exercise (optional) – meet at Claremont Sports Club  
8:00 am Breakfast @ Limewood Bar & Restaurant  
9:00 am-1:00 pm Sessions @ Empire Ballroom

- 9:00 Recap of Tuesday
- 9:10 New Frontiers: GELITA's Research Initiatives in Capsules, Gummies, Collagen and More!  
John Dolphin, PhD; VP, Process Development & Technological Affairs, GELITA  
Holger Becker, PhD; Technical Product Manager – Pharma, GELITA  
Michelle Montgomery, PhD; Manager, Technological Affairs, GELITA  
Tonja Lipp; Sr. Mgr. Business Development – Health & Nutrition, GELITA
- 9:15 Overview John Dolphin
- 9:30 GELITA® RXL R<sup>2</sup> Holger Becker
- 9:40 Delayed Release Technology Michelle Montgomery

- 9:55 Bioactive Collagen Peptides® Tonja Lipp
- 10:15 Advances in food applications Michelle Montgomery
- 10:25 Summary John Dolphin
- 10:30 Q&A All

- **10:45 BREAK**

- 11:15 Digital Transformation: The Shift is Upon Us: Implications for Health & Nutrition  
Professor Wolfgang Henseler; Creative Managing Director, Sensory-Minds, GmbH

- **12:45(ish) Lunch** / Official Conclusion @ Meritage

**2:00-6:00 pm**

**LATE BREAKING ADDITION @ Empire Ballroom**

- Innovation Workshop (optional if/as travel schedules allow)  
Professor Wolfgang Henseler; Creative Managing Director, Sensory-Minds, GmbH

## Bios

### [Patrick Rea](#)

- Patrick is the Founder and Managing Director of Health Business Partners. He has consulted for a wide variety of businesses in the nutrition industry more than 18 years including Bayer Consumer Healthcare, Atrium Innovations, Castanea Partners, Silverwood Partners, Pure Prescriptions, Proctor & Gamble, GNC and many others. Patrick's expertise is in business strategy, market research, investments, digital media and ecommerce in the global health & wellness industries. He is the former Publisher & Editorial Director of *Journal*, the "journal of record" for the global nutrition industry, and was the Chairman of The NBJ Summit for seven years. Prior to HBP, Patrick was a Market Leader at New Hope Natural Media, the largest B2B media and tradeshow company in the U.S. natural products industry, where he held responsibility for the nutritional ingredient supply, health club and market intelligence divisions. The Natural Products Association recognized Patrick as their Industry Champion in 2012 for efforts on behalf of the industry. Mr. Rea is a regular speaker, presenter and moderator at industry events including The NBJ Summit, Natural Products Expo West & East, Nutracon and Nutrition Capital Network and is often quoted in leading media outlets including The Wall Street Journal, New York Times, NPR and Financial Times on nutrition industry business matters. Patrick sits on the advisory boards of Vitamin Angels, Pure Prescriptions, [PureRXO.com](#) and [ModernHCP.com](#) and received degrees in Organizational Behavior Management and Geological Sciences from Brown University. **[Let's downplay Patrick's involvement in cannabis industry. If people are interested in this – they can read more online]**

### [Michael Teppner](#)

- Michael Teppner is GELITA's global vice president of marketing & communications. Michael started his career as a marketing consultant in consumer goods markets. Since then he has gained broad experience in the collagen protein industry. He is chairman of the communication committee in the Federation of European Specialty Food Ingredients Industries (ELC) and Gelatine Manufacturers of Europe (GME). Part of his responsibility at GELITA – in addition to strategic communications leadership – includes market intelligence.

### [Adam Ismail](#)

- Adam Ismail is Executive Director of the Global Organization for EPA and DHA Omega 3s, a proactive and accountable trade association of the world's processors, refiners, manufacturers, distributors, marketers, retailers and supporters of EPA and DHA and Omega-3 fatty acids. GOED was founded in October 2006 and Adam has served as its first Executive Director since March 2007.

At GOED he has overseen the membership grow from 12 companies to over 200 today and worked on projects like overturning a ban on fish oil imports into Europe, establishing health claims for EPA and DHA in countries around the world and getting nutritional intake recommendations approved for these valuable fatty acids. Previously, he worked for three years in business development for Cargill Health & Food Technologies, where he was in charge of commercializing their omega-3 food ingredient business and worked on new product development and acquisition and licensing transactions for nutrition products.

Prior to Cargill, he was a senior consultant at Health Strategy Consulting and Health Business Partners, where he worked on investment banking transactions and strategic consulting projects related to the nutrition and natural health industries.

Adam also started the first e-mail newsletter in the nutrition industry in 1999 on behalf of Health Business Partners, and is a member of the *Nutrition Business Journal* advisory board. Adam, who speaks Japanese and Spanish, received a BSBA from Boston University and an MBA from the IESE Business School in Barcelona, Spain.

### **Gaby Reich**

**TBD**

Dept of Pharmaceutical Technology & Biopharmaceutics, University of Heidelberg

### **John Dolphin**

- *John Dolphin is GELITA's Vice President Process Technology & Technological Affairs.* In this position, John utilizes his nearly 30 years of GELITA expertise gained via a progressive and diverse career path including leadership positions in Research & Development, Technical Service, and Process Technology. This broad-based experience has perfectly prepared John for his role as leader of GELITA's global Pharmaceutical Competence Team. John received his undergraduate training at Rutgers University and was awarded a Ph.D in Synthetic Organic Chemistry by the University of Wisconsin. He joined Polaroid Corporation in Cambridge Massachusetts in 1982 and a few years later joined the then Kind & Knox (now GELITA). John is an avid soccer fan and has also been involved in the sport as a coach and referee at various levels...and is a first-time grandfather to the most amazing child in the world – Audrey, who just turned two!

### **Michelle Montgomery – TBD**

### **Holger Becker – TBD**

### **Tonja Lipp**

- Tonja Lipp is Sr. Manager Business Development Health & Nutrition for GELITA USA. As Business Development Manager, Tonja is working with the company's Bioactive Collagen Peptides® product line. Her goal is to increase the awareness for these highly specialized collagen peptides and the high level of scientific substantiation backing these ingredients. A nearly 20 year veteran in the functional ingredients arena, Tonja took this position in July 2012, after having developed a broad knowledge of GELITA Bioactive Collagen Peptides®. This knowledge is combined with a vast experience in the international sales and marketing of functional food ingredients, which she gained in previous positions, covering Central, Eastern and Northern Europe. Tonja earned a Master's degree in Food Technology from the University of Hohenheim in Stuttgart, Germany, and a Master's degree in International Business Management and Economics from the University of Applied Science in Nürtingen, Germany.

### **Professor Wolfgang Henseler**

Prof. Wolfgang Henseler (born 1961) is founder and managing creative director at SENSORY-MINDS, a design studio for New Media and Innovative Technologies based in Offenbach am Main (Germany). He is a professor for Digital Media and an expert in Digital Transformation, Natural User Interface Design, User Experience 4.0 and Usability – and the dean for Intermedia Design – the design of smart objects and the Internet of Things – at the University of Pforzheim – Faculty for Design.

Professor Henseler leads the strategic creative department, the usability lab and the trend and innovation division of SENSORY-MINDS. He is an expert for customer- and user-centered innovative technology systems and a consultant to global enterprises and the German government concerning nowadays digital transformation and future business modeling.

For more than 15 years Professor Henseler has worked and done research within the areas of User Centered Interface Design, digital brand experience and usability. Based on his research in user- and consumer-psychology he has developed different methodologies for optimizing digital infrastructures as ecommerce or e-business systems. His capabilities in digital transformation and Industry 4.0 is in demand by enterprises like Mercedes-Benz, JTi, Deutsche

Bank, Lufthansa, IMD, RWE, SAP, Volkswagen and others. When it comes to next generation ecosystems and business innovation Professor Henseler can be mentioned as one of the most visionary persons and consults enterprises like Apple, Google and Microsoft in the field of Natural User Interface Design (NUI), the next generation of human-computer-interaction-design.

At the University of Pforzheim Professor Henseler established the Master for Creative Direction – a master degree for creative and innovative design management which has been ranked Top 3 in Germany and Top 60 in the world by the Business Week. He’s currently setting up a new master degree program for digital innovation and future making – a course of studies for the upcoming era of Internet of Things and Services.

As a speaker Professor Henseler has been invited to many international conferences such as the Apple Millenium Tour, Microsoft Envision Tour (Milan, Prague, Dubai, Las Vegas etc.), the Financial Times “Interfacing the Future” conference with Steve Ballmer (Microsoft CEO) , the OWP event at IMD International Business School Lausanne or to enterprises like Deutsche Bank, Deutsche Telekom or Daimler AG, RWE etc. As a trend and innovation specialist for new and emerging media and future technologies Professor Henseler advices and coaches international leading companies i.e. Apple, Google, JTi, Microsoft, Mercedes-Benz, Nestlé, Deutsche Bank or Deutsche Lufthansa, SAP, RWE, Volkswagen on their digital business strategies and digital transformation process.



### **SURVEY INFO**

**Please rate the following sessions in terms of your overall experience.**

Excellent      Very Good      Good      Fair      Poor      Didn't Attend

GELITA Strategy Insight: Change. Innovate. Grow.  
Franz Josef Konert

Global Gelatine Trends & Market Factors  
Michael Teppner

Driving Forces in Global Health & Nutrition / Dietary Supplement Market  
Patrick Rea

Opportunities in Global Omega3 Industry  
Adam Ismail

Developments in Capsule Production / Technology  
Gabriele Reich

New Frontiers: GELITA's Research Initiatives in Capsules, Gummies, Collagen and More!  
John Dolphin, PhD; VP, Process Development & Technological Affairs, GELITA

GELITA® RXL R<sup>2</sup>  
Holger Becker, PhD

Delayed Release Technology  
Michelle Montgomery, PhD; Manager, Technological Affairs, GELITA

Bioactive Collagen Peptides®  
Tonja Lipp

Advances in food applications  
Michelle Montgomery

Digital Transformation: The Shift is Upon Us: Implications for Health & Nutrition  
Professor Wolfgang Henseler

**Please rate the following activities in terms of your overall experience.**

	Excellent	Very Good	Good	Fair	Poor	Didn't Attend
Opening Cocktail Reception						
Early Morning Exercise Session						
Goat & Donkey Wine Tasting						
Kitchen on Fire Interactive Cooking						
Design Workshop (if applicable)						

**Please rate the following aspects in terms of your overall experience.**

	Excellent	Very Good	Good	Fair	Poor	Didn't Attend
Online Registration						
Hotel/Hotel Staff						
Food & Beverage on site						
Meeting Room Set-up						
Venue						
Online Agenda / Meeting Details						

**Please rate the overall value to your business activities.**

Excellent

Very Good

Good

Fair

Poor

Didn't Attend

**Based on this year's event, would you plan to attend future GELITA Symposia**

\_\_\_\_\_ Yes

\_\_\_\_\_ No

**Based on this year's event, would you recommend to your colleagues that they attend future GELITA Symposia?**

\_\_\_\_\_ Yes

\_\_\_\_\_ No