

Farai Machina
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Food Industry Professional with expertise in new product innovation, development & commercialization.

- Over 15 years of CPG experience leading agile food new product development, new ingredient development and product line extensions for the following food industry segments: Bakery, Extruded Cereals & Snacks, Functional Food & Beverage, Confectionery, Dry-blend products, (and Ready to Eat (RTE)).
- Thrive in robust and agile speed-to-market development environments from concept to full commercialization in both Branded and Private Brand product environments.
- Experienced in implementing CPG business development fundamentals needed to tailor business growth opportunities for target markets in collaboration with key stakeholders (internal & external)
- Proficient in new manufacturing line start-up commissioning to include new equipment vetting and post- installation qualification to meet business objectives in collaboration with key cross functional partners.
- Successful in providing innovative/creative solutions to complex projects, conducting risk assessments, managing multiple ongoing projects, developing products to an assigned price point, driving incremental profit leveraging existing capabilities and lead cost reduction initiatives while support production continuous improvement initiatives.
- Product technical lead for cross functional teams that includes Regulatory, Quality, Manufacturing, Procurement, Marketing and Sales in establishing client product design attributes and producing results that meet business Key Performance Indicators.
- Experienced in quantitative and qualitative product evaluations and associated consumer sensory tests.
- Competent in the following business software applications: Genesis, Product Vision, QAD, Trace gains, Microsoft office suite, Oracle, Outlook, TEAMS, and Asana. Familiar with Accolade, ZOHO, Lotus Notes, and SAP.

Work experience

Principal Scientist /Sr. Development Manager for Baked bars

2020 to 2023

John B Sanfillipo and son Inc., Elgin, IL

- 2022 JBSS Vision Award recipient for successfully leading, teaching development and commercialization of a brand-new product category of private label energy bars. The work involved formulating (with design of experiments), pilot scale-up tests, new production line equipment commissioning and the final product launch with full operations hand over process.
- Successfully commercialized 5 SKUs of private label energy bars that are at parity to national brands version and sold to several major retailers within a period of 1 year. The private label energy bars are scheduled to generate over 32 million in sales for FY23 to cover a 19 million return on capital invested.
- Led rapid development, scale-up and production process for of 2 additional SKUs of private label kids' energy bars from concept to locked formula ready full commercialization in retail space within a period of 3 months in 2022 with careful consideration for shelf-life.
- Designed product hand-over packet for the energy bars as a manufacturing procedure packet that includes product formulas in complete batch sheet format, ingredient functionality table for trouble shooting, production process parameters from ingredient staging to packaging, in-process and finished-product specifications, in-process and finished product attribute defects and their corrective actions, and training SOPs to be used by R&D team, Operations team, and Quality team.
- Managed bar category ingredient procurement for all the energy bar SKUs. The work entails identifying all functional ingredients needed, supporting new vendors set up, screening ingredients to meet food product attribute expectations, manage ingredient inventory usage through development and mass production scale-up, qualifying ingredients for desired product claims such as non-GMO verification and Organic certification compliance.
- Equipped sales and marketing with technical assets for client conversion in generating new revenue and improving current product portfolio value.

- Co-lead commercialization of extruded plant-based snacks through extensive collaboration with contract manufacturer for extruded pellets, in-house product developers, quality, and operations teams for final product commercialization.
- Led the JBSS Corporate African American Employee Resource Group to increase employee engagement and implement JBSS diversity and inclusion initiatives.

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Senior Site Scientist

2018 to 2020

Post Consumer Brands, Asheboro, NC

- Post Consumer Brands Transformation Spotlight Award for risk mitigation in material supply chain flow.
- Develop and implement technical tools to facilitate effective process optimization for all production lines.
- Lead new production validation tests and commercialization of site-specific cereal products.
- Facilitated commercialization of 5 new cereal product SKUs to date.
- Aggregate and translate consumer insights data for site specific product and process improvement initiatives.
- Facilitate robust problems solving initiatives such as Kaizen, Go-See-Think-Do and the 8-Step problem solving scheme that fosters a lean manufacturing culture.
- Co-Manage quality systems in monitoring product performance against sensory targets to maintain gold standard performance.
- Support plant operation costs and conversion costs target maintenance by reviewing and optimizing product processing methods.
- Collaborate with the engineering team on resolving processing equipment challenges that affect key IP food transformation processed.

Assistant Director/Senior Bakery Process Technologist

2017 to 2018

Chew Innovation, Boston, MA

- Pioneered a new Process Technology function translating Culinary-chef product concept designs into a CPG mass production commercialized products at Chew Innovation (Food lab Start-Up) unlocking over 1 million in new revenue for key fortune 500 CPG accounts.
- Led and coached a small team of 5 entry level scientists to commercialize 12 new product SKUs for 2 CPG clients within the baked and no-bake snack bars category.
- Built and Implemented New Product Development framework to support company core values in developing and commercializing Nutritious, Delicious, Scalable, Profitable and Sustainable foods.
- Developed technical tools currently used to facilitate effective product concept to launch progression.
- Lead Project Manager supporting all teams and diverse CPG product categories with contract reviews, project management plans (Stage-Gate format), concept ideation, prototype development, scale-up, commercialization and project closure.
- Dedicated Assistant Director to the bakery and snacks team of 5 scientists.

Senior Food Scientist

2015 to 2017

Interbake Foods, Front Royal, VA

- Technical co-lead for 3 baked goods business units (Norse Dairy Systems for ice cream wafers, Co-Manufacturing for Girls Scout Cookies and Private label Retail) in generating new revenue through innovative product offerings, line extensions and cost reductions.
- Successfully commercialized several new private brand “Critical Path” projects using the “Fast Track” approach.
- Designed R&D operation guidelines to facilitate the Stage-Gate process with cross-functional teams.
- Technical subject matter expert during customer interface with sales and marketing on new product development.
- Responsible for Product Life Management (PLM) for new food products.
- Accountable for Manufacturing Procedures and process optimization of existing or underperforming products.
- Managed dotted line reports for Pilot Plant level development work and production scale-ups.
- Lead and Managed Field Quality Assurance resolutions in all cookie and cracker facilities.
- Managed transition of and commercialization of non-GMO compliant products for the international clients.

- Stayed abreast of new ingredients and process technologies to support bottom line and innovation pipeline fill.

Food Scientist

ConAgra Foods Inc., St Louis, MO

2013 to 2015

- Improved bottom line margins for our cookie category by generating 740K in formula-based cost savings for 2014 by removal and substitution of partially hydrogenated shortening, and strategic use of shortening replacers.
- Lead as a Technical Information Manager (TIM) in the investigation, planning, and execution of new products, while identifying cost-effective critical paths and resources required from concept to commercialized product.
- Train and support our sales and marketing teams with technical expertise in face-to-face customer communications to drive incremental growth through new and current product offerings.
- Develop products within specified customer or internal price points and target profit margins by working closely with key stakeholders: Marketing, Procurement, Plant Operations, Finance and Supply Chain.
- Manage manufacturing procedures, product and raw material specifications ensuring all products and processes follow customer specific guidelines, Federal, State and Local regulatory requirements.
- Responsible for initiating the PLM process for all existing and new products.
- Volunteer support to fellow Food Scientists in completing high priority projects and critical non-project work.

Food Scientist

Ralcorp Holdings Inc., St Louis, MO

2010 to 2013

- Launched private brand cookie products and line extension products generating 600K in annual new revenue.
- Managed reformulation and raw material cost reduction initiatives generating a consistent annual cost savings of 60K (at minimum).
- Designed and documented details of experiments: objectives of test, formulation, costing, processing conditions, required equipment and setup, qualitative and statistical results, and provided recommended next steps.
- Anticipated our customers' needs and responded to their requests by developing new innovative options using our core products and processes consistent with our core technologies.
- Managed raw materials and finished product specifications, nutrition label, customer specific product data.
- Provided technical input and training with operations, management, and sales/marketing to ensure completion of company objectives.
- Identified new product opportunities through networking with customers and suppliers in affiliated industries.
- Supported the Frozen Bakery product research and development division with recipe formula and product shelf-life studies.
- Collaborated with Continuous Improvement (CI) team at production facilities to optimize food product throughput while minimizing negative impact of finished product quality.
- Worked closely with packaging engineers to meet customer's product shelf-life expectations while accommodating desired aesthetics.

R&D Technical Project Manager

Barry Callebaut USA, Eddystone, PA

2008 to 2010

- Reformulated existing internal products within their current specifications using various new raw materials and innovative product applications.
- Supervised production trials for newly developed products.
- Managed the regional United States and Mexico research and development project database.
- Performed minor Quality Assurance tasks while evaluating finished products from production trials or lab scale developed products for specification or food safety compliance.
- Responsible for product bench-top analysis of incoming customer samples (pH, color, fat, moisture, fineness/particle size, bulk density) for matching and lab scale final product application trials.
- Conducted sensory analysis on all internal products and matches developed for customers.

- Collaborated with the sales team in managing customer requests.
- Participated in the Food Safety committee.
- Maintained the R&D application and processing lab using 5-S.

Product Development Technician Intern

Summer 2007

Leclerc Foods USA, Williamsport, PA

- Developed new product prototype and modified pre-existing product formulations for a variety of snack products: granola bars, crackers, cookies and fruit fillings.
- Carried out extensive research on ingredient functionality in baked products to achieve desired results (through literature review and experimentation).
- Collaborated with customer/client in evaluating and improving existing products.
- Participated in product scale up on the plant production line following customer approval of designed product prototype.

Research and Development Associate Intern

Semester 2006

MasterFoods USA, Elizabethtown, PA

- Participated in developing permissible chocolate products based on ingredient functionality, nutrition, and consumer's perception for permissibility (based on research).
- Acquired skills in product recipe formulation and design, pilot plant testing and product scale up.
- Mastered the fundamental unit operations in chocolate processing.
- Designed and developed an experimental procedure to depict the influence of cocoa beans' physiological properties on alkali absorption.

Education

- **University of Wisconsin-Stout**
Master of Science. Operations and Supply Management. May 2023
- **Michigan State University, East Lansing, Michigan**
Graduate Certificate Food Safety December 2013
- **Institute of Food Laws and Regulations, Michigan State University, East Lansing, Michigan**
Graduate Certificate International Food Laws and Regulations December 2010
- **The Pennsylvania State University, University Park, Pennsylvania**
BSc Food Science Department of Agricultural Science December 2007