



## Evolution: from a Sensory Specialist to a Trusted Sensory Partner

As sensory practitioners we are all well aware that the insights gained from sensory science have an important role to play in the success of leading brands and new product entries. However the role of the sensory scientist in business can be underestimated. From her considerable experience across multiple food and non-food categories Anne will discuss five key elements that are necessary for the successful integration of sensory science into the overall business of product development and product maintenance.

As a leading proponent of enhancing the standing of the sensory science profession Anne will present her opinions for how sensory scientists can transition from sensory specialists to become trusted sensory advisors with a seat at the table for strategic business decisions.

**Thursday, 4 September 2013**

**6:30 – 8:30 pm**

**Singapore Polytechnic Staff Centre  
Tulip Room,  
500 Dover Road, Singapore 139658  
(Singapore Polytechnic Gate No.3)**

### **Speaker:**

**Anne Goldman**

**Vice President of Consumer Research  
ACCE International**

Anne Goldman received her food science education from the Universities of London and Leeds before embarking on a career in product development for the food industry in the UK and New Zealand. Her experiences in the food industry, academia and regulatory bodies formed the groundwork for her subsequent consulting career that has always focused on meeting the business needs of R&D and Marketing management. She is a principal and co-founder in 1986 of ACCE International, Canada's leading sensory based consumer research consultancy working with clients in the consumer packaged goods and food service industries.

Anne is a member of the Governing Council of IUFoST, a member of the Board of Directors of IFT, a past board member of CIFST, NZIFST and the European Sensory Network, has chaired the international committees of IFT and CIFST and mentored numerous food industry colleagues around the globe. She is also past Chair of ASTM – Committee E-18 on Sensory Evaluation and a recipient in 2012 of the David R. Peryam Award in recognition of an outstanding professional in the applied sensory science field. Currently she co-chairs the Global Sensory Group.

She is an advocate of professionalism and proficiency testing schemes for the field of sensory science, supporting ISO 9001 certification at her own company and contributing to several ASTM E-18 Sensory Evaluation publications. She is author and co-author of numerous scientific journal publications and a contributor to *Case Studies in Food Product Development*, published in 2008. Anne is a Fellow of IFT, IFST (UK) and IAFoST.

**Limited to  
40 Places  
Only**

### **REGISTRATION**

The registration fee is charged as follows. Registration is to be received by **Friday, 30 August 2013.**

Member/ Spouse \$ 14.00 per pax

Non member \$ 18.00 per pax

Student member \$ 8.00 per pax

### **For registration and enquiries, please contact**

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