

# Ed Roche



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## FOOD SCIENTIST

Customer-centric, result driven and resourceful Food Science professional with over 15 years of experience in ingredient technology and product development with a solid record of commercializing new products and manufacturing support. Expertise in margin improvement by reducing ingredient cost, reducing waste and process optimization.

### Career Highlights

- Managed ideation and commercialization efforts of new products for retail, national and food service accounts resulting in multi-million dollars of new business.
- Key team member in the development of a vegan/vegetarian plant-based meat alternative product line by the largest U.S meat producer.
- Continuously supported manufacturing & supply chain with troubleshooting, waste reduction and quality improvement.
- Championed innovative application of emerging ingredients and equipment.
- Partnered with business development managers and marketing to create new ideas for current and future customers.

### Technical Expertise In

Product Development / Commercialization  
Cross-functional Team Leadership  
Challenging Status Quo to Generate Innovation  
Stakeholder / Project Management  
Idea Generation / Innovation (RD&A)  
Dry Blending / Food Processing  
Process Optimization  
Problem Solving / Forward Thinking  
Waste Reduction / Quality Improvement  
Evaluating New Suppliers & Raw Materials  
Food Ingredient Chemistry  
New / Emerging Ingredients  
Testing and Experimental Design  
Bilingual (English /Spanish)

## PROFESSIONAL EXPERIENCE

ALLIED BLENDING LP: Greater St. Louis, Mo.

### Plant-based Product Manager

2022

Product manager responsible for supporting the innovation, marketing and business strategy for the newly created plant-based protein portfolio.

- Utilized market intelligence database to further understand the dynamic plant-based protein segment and its major players resulting in new opportunities for product development.
- Provided in-depth market data on prospective retail and foodservice customers' white space and portfolio gaps resulting in the development of new concepts and opportunities.
- Created comparative analysis between retail benchmark products and current plant-based protein portfolio to better understand differences and how to improve upon the benchmark.
- Guided the development of new non-dairy / plant-based products to meet and exceed customer expectations.

THE FOOD SCIENCE GUY LLC: Greater St. Louis, Mo. (Remote)  
Product Development Consultant  
**Owner / Principal Scientist**

2020 - 2022

Product development consultant retained to develop and facilitate manufacturing of signature menu items for a new quick service restaurant concept for an entrepreneur customer.

- Educated and guided customer through product development process from concept to commercialization resulting in greater efficiency and shorter development time.
- Translated customer concepts into viable formulas and product prototypes (samples) within cost parameters and manufacturing capabilities.
- Explored alternative manufacturing and production methods to accommodate customer processing requirements.
- From a home office, using collaborative teams software documented technical project progress, ingredient/product specifications and set timelines for stage completions.
- Lead technical resource in the selection and testing of manufacturing equipment for newly developed products.
- Coached customer in best food processing and safety practices (GMP'S) for products being manufactured and served to the public.

ICL FOOD SPECIALTIES: Webster Groves, Mo.  
Manufacturer of Specialty Ingredients for the Food Industry.

**Senior Application Scientist – Meat, Plant-Based Meat Alternative**

2018 - 2019

Lead protein scientist providing sales and marketing with application technical reports and customer service. Researched and developed vegan/vegetarian plant-based meat alternatives which resulted in the launch of a new protein product line by the largest U.S meat producer.

- Planned and executed new solutions as part of the business / innovation strategy for the protein division insuring a competitive advantage for the sales organization.
- Formulated clean label phosphate alternative for the meat protein industry.
- Collaborated with cross-functional industry teams in the development of next generation applications (pipeline innovation) for existing product portfolio.
- Accelerated the development of new technology applications at manufacturing facilities.
- Built an innovation partnership with a team of global scientist in the development of new product solutions and trouble shooting.
- Researched emerging technologies and equipment by attending trade shows and building partnerships with external resources.
- Demonstrated excellent communication skills by training customers and distributors in phosphate chemistry and applications.

KOCH FOODS: Fairfield, OH.  
Manufacturer of Further Processed Poultry, Beef and Pork.

**Director of Research and Development**

2011 - 2017

Successfully managed product commercialization activities for Fortune 500 customers resulting in multi-million dollars of new business. Lead multiple cross-functional teams to develop USDA labeling, nutritional panels, product specifications and retail packaging.

- Key member of senior leadership team in charge of developing a balanced portfolio of projects for R&D, revenue / margin enhancement and manufacturing improvements.

- Championed over 100 food items from inception to commercialization with the co-operation of cross-functional teams by project planning and time management.
- Monitored ingredient use and performance in business product lines resulting in cost reductions and increased manufacturing efficiencies.
- Formulated and launched all natural-clean label poultry items for national retail chain.
- Co-developed and commercialized a vegan (soy based) meat alternative for retail.
- Cultivated vendor relationships to obtain the latest industry trends and innovation.
- Mentor and led a group of 5 product development technicians and 2 senior level food scientists with the goal of building a more effective research and development team.
- Qualified new ingredient suppliers by product testing and cost management.
- Partnered with sales and marketing to present customers with new ideas / concepts as part the long-term business / innovation strategy.

KING & PRINCE SEAFOOD: Brunswick, Ga  
Manufacturer of Value-Added Seafood Products

**Senior Food Scientist**

2002 - 2011

Senior scientist working with sales, marketing and manufacturing in the development of value-added seafood items which resulted in over \$10 MM of new business.

- Co-developed protein coating system, which resulted in over \$ 5 MM of new retail business.
- Converted national account back of the house (BOH) recipes to manufacturing specifications resulting in increased consistency and quality.
- Spearheaded the conversion of over 100 in house functional dry blends and spice mixes to toll manufacturers increasing manufacturing efficiency, food safety and compliance.
- Working independently while participating in a team environment prioritized and completed multiple projects simultaneously.
- Authored processing specifications, process control points, quality parameters and ingredient labeling (FDA).
- Built a vast scientific network in order to identify and implement new technologies which could provide the company with a competitive advantage.

## EDUCATION

UNIVERSITY OF FLORIDA, Gainesville, Fla.

**Master of Science**, Food / Meat Science

1997

PURDUE UNIVERSITY, West Lafayette, IN

**Bachelor of Science**, Animal / Meat Science

1994

INDEPENDENT STUDY:

Le Cordon Bleu College of Culinary Arts in Chicago, Chicago, IL

2001-2002

Culinary Institute of America, Greystone Napa Valley California

2000-2001