

# Joseph (Joe) Miller

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## Commercial, Technical, Operational, & Strategic Executive – Turning Concepts into Reality

Proven leader in the development, strategy, manufacture, and commercial and executive management of B2B/B2C ingredients and finished goods within food, beverage, and nutraceuticals. Experienced in domestic and international environments leading multi-functional teams, from early-stage through mature businesses and turnarounds. Innovator. Problem solver. Business builder. Mentor.

Unique hybrid of commercial and technical acumen. Proficient at distilling insight into actions that lead to sustainable and profitable execution. Comprehensive view and multifunctional approach allows identification and advancement of early opportunities into multi-million dollar businesses. Value-conversion of co-products into multi-million dollar opportunities. Recognized leader within bio-fermentation strategy, production, and processing.

## PROFESSIONAL EXPERIENCE

### Foremost Farms, Baraboo WI

[www.foremostfarms.com](http://www.foremostfarms.com)

#### **Sr. Director, Commercial Strategy and Business Development**

**January 2022-Present**

Create and implement plan to convert low-value co-product into sustainable value-added goods. Business has potential to exceed core products' top/bottom lines by 2x.

#### **Sr. Director Sales**

**April 2019-Present**

Turnaround of annual losses to current profitability in record time. Rebuild sales processes and infrastructure to bring focus/discipline back into the business. Devise short and long-term strategies to leapfrog the industry RE manufacture and markets. Impact/urgency analysis and mapping the entirety of business value chain to mine all dairy fractions and maximize their value return. Build and advance business cases for application of new products.

- Oversee restructure of Sales and Customer Service to drive decisions based on data;
- Emphasis on ageing and other metrics that improve financial performance on commodity items;
- Successfully raise pricing in soft markets;
- Diversify customer base and market segmentation to mitigate future business risk;

### Inqubator Consulting, Inc., St. Charles IL

**2006-2019**

[www.linkedin.com/in/inqubatorconsulting](http://www.linkedin.com/in/inqubatorconsulting)

#### **Owner**

Focus on innovation, planning, and execution within food, beverage, nutraceuticals, and algae. Development of novel drying, extraction, fractionation, stabilization, and general manufacturing technologies within carbohydrates, lipids, proteins and carotenoids from a range of biomass. Large body of work within molecular distillation, micelles, and liposomes. Agronomic value-chains from germplasm through to consumer goods. New technology and product development, commercialization, and production of all kinds. Parachute management, adding bench strength and depth.

- Primary developer and author of long-chain inulin extraction patent US 8,658,221.
- Created value-proposition for novel plant-based protein. Increased sales and margins by +40% within 3 months.
- Managed agricultural test projects in the US, Netherlands, and Spain.
- Validated and initiated early sales for several business plans related to ingredients and finished goods.
- Co-developed solventless (non-CO<sub>2</sub>) extraction, fractionation, and stabilization of lipids from novel biomass with high phospholipids and/or carotenoids fractions.
- Created novel water-soluble lipid premixes that allowed market expansion and grew sales by \$3 million in 2 years.
- Developed new RTE soups, meals, snacks, and beverages, from original formulation through to commercialization.

**The Fig Food Company, LLC (and A&B American Style), New York NY****2009-2019**[www.figfood.com](http://www.figfood.com) and [www.abamerican.com](http://www.abamerican.com)**Operating Partner**

Fig Food Organic, clean-label products are available nationally and currently number 18 SKU's with revenues of approx. \$1.75 million. Primarily drive all phases of product creation, from new product development, ingredient and package sourcing, regulatory, commercialization, and manufacture through to delivery of finished goods into a warehouse. Bring base manufacturing in-house, improving margins and quality. Continuous production improvements to reduce initial scrap-rate from 12% to less-than 2% while improving quality and consistency. Additional direct roles in strategy and raising capital, and securing multiple new retail accounts.

**Cosagen Bioscience, Scottville MI****2011-2013****Co-Founder and CEO**

Startup algal processor focused on development of multiple fractions within algae. Business closed.

- Conduct field collection of strains and oversee screening protocols;
- Develop business plan and financials;
- Secure and test several new strains and technologies related to growth, drying, and solvent-free extraction;
- Spearhead all technology license, merger, and acquisition arrangements;
- Hand-select, manage, and motivate initial team on extremely low funding level;
- Negotiate initial strategic relationships and work toward funding;

**Kerry Bioscience, Hoffman Estates IL****2005-2006****Global Director of Strategic Marketing**

Recruited to restructure and integrate >\$60 million Quest Ingredients post-acquisition into global Kerry Foods organization. Transition group from market-reactive into market leader. Direct accountability for 20 international reports and ultimate rollup P&L responsibility for all markets. M&A for division and input into broader company. Most Sr. Executive Manager for North America, overseeing US operations.

- Create business plan for integrating organic fermented metabolites into food products, opening new customer channels and improving margins. Investment of <\$100k yielded \$5 million new sales in 2nd year;
- Develop tools, models, processes, and intelligence to enhance business functions;
- Completely revise all marketing materials to create cohesive materials that better illustrated ingredient values. Company saw a direct correlation via 10% sales growth within first year after launch;
- Restructure R&D and implement stage-gate process, focusing efforts toward marketable products with ROI;

**Tetra Pak, Denton TX****2002-2005****Multinational Business Development, Aseptic Division**

Recruited to develop large Multi-National Customers ("MNCs"). Consistent top-profitability performer.

- Expand existing package formats to serve new products such as soups, sauces, and nutritional beverages as well as into new market channels such as foodservice;
- Leverage technical advantages against existing portfolio to secure competitive position for company against alternate package formats;
- Initiate and co-chair Aseptic Food Development course for large MNCs, leading to new customer acquisition and first sauce introductions in the US;
- Devise and implement Soya strategy culminating in new single-serve product introductions in the US and overseas markets;
- Project team leader for 3 new product launches;

**NuPro Innovations, Tucson AZ (company closed due to death of founder)****2001-2002****Director of Business Development**

Early-stage market development of novel low-temperature, low-pressure composite manufacture technology.

**Walker Stainless Equipment, New Lisbon WI**  
**West Coast Regional Manager**

**1999-2001**

Lead sales for all stainless-steel process equipment in 16 state territory. Generate the largest and most-profitable single sale of equipment for company, which was factor in stainless steel contract negotiations, allowing COGs reduction and improved margins across all divisions. Launch new products and drive productivity programs.

**SERVICE**

**Wisconsin Dairy Products Association**

**June 2020 – Present**

<https://www.wdpa.net>

Named Secretary in 2021. Scheduled to become treasurer in Fall 2022.

Representing Wisconsin's Dairy industry in educational and legislative forums.

**Campton Township Trustee, Campton Hills IL**

**2014 – March 2022**

[www.camptontownship.com](http://www.camptontownship.com)

Participation is an act of public service and an opportunity to give back to the community in which my family and I live. The Township Board is an elected body responsible for enacting and enforcing local ordinances, ensuring adequate funding for Township departments and services, and acting on community needs. We've added hundreds of open space acres to the local community for their enjoyment and benefit.

**EDUCATION**

**Eurocentre, Lausanne, Switzerland**  
French language school.

**1987**

**University of Glasgow, Glasgow, Scotland**

**1984-1986**

Exchange student. Jr. Honours Zoology (comparable to BS). Performed preliminary study on the bio-locomotory mechanics of the giant millipede. Designed and built filming apparatus as well as programs for analysis.

**New College of USF, Sarasota FL**

**1983-1986**

Liberal Arts, concentration in Biology and Philosophy.