



# INTERNATIONAL COLDWATER PRAWN FORUM

NOVEMBER 21<sup>ST</sup>, 2013

RADISSON BLU PORTMAN HOTEL  
22 PORTMAN SQUARE, LONDON

## Curriculum Vitae for Speakers and Moderators



Supports  
ICWPF2013



# INTERNATIONAL COLDWATER PRAWN FORUM

NOVEMBER 21<sup>ST</sup>, 2013

## Curriculum Vitae for Speakers and Moderators

|   |  |
|---|--|
| <p><b>SIMON JARDING</b></p>     | <p>Simon Jarding is Director of Business Development at Royal Greenland. A company he has served for 12 years previously heading the Category Management of Shellfish and worked for a number of years very close with the Coldwater prawn business bridging the link from sales to production across Royal Greenland's subsidiaries. Prior to joining Royal Greenland Mr. Jarding was engaged as seafood consultant and worked on international assignments in Asia and Africa. His educational background sets off in a M.Sc. in fish processing and aquaculture and a bachelor in economics. The past years focus has been on implementing a successful improvement program in Royal Greenland's operations, whereas the current position is a leading position in Royal Greenland's newly launched growth strategy. Simon is chairman of ICWPF</p> |
| <p><b>KARL LYBERTH</b></p>     | <p>Karl Lyberth is the Greenlandic minister for Fishery, Hunting and Agriculture for the party Siumut. Karl has a long history within the both politics and as fisherman and hunter. Since 1993 Karl has either been municipal councilor or member of the Greenlandic parliament and was in March 2013 selected as minister for Fishery, Hunting and Agriculture. In the period from 1990 to 2008 Karl was fisherman in Greenland. Karl thereby has a good combination of both practical and political experience with fishery.</p>  |
| <p><b>MICHAELA ASCHAN</b></p>  | <p>Michaela Aschan is since 2006 Professor in Fisheries Biology and Management at the Norwegian College of Fishery Science at the University of Tromsø, Norway. She has a Ph.D. in Marine Ecology from the University of Helsinki, Finland in 1989, and has worked in the field of marine ecology and fish stock assessment since then. Her research covers a wide range of scientific projects; stock assessment and population biology of shellfish, fish and benthic communities, sampling design, bio-economic aspects of fisheries regulation as well as fisheries management and governance. Her current interest is in climate induced changes in the marine ecosystem and the fishery. She has experience from ICES working groups, MSC certification, EU-projects and international organisations.</p>  |

**PAUL WASSMANN**



Paul Wassmann is professor in environmental biology at the Institute of Arctic and Marine Biology, University of Tromsø – Norway's Arctic University. His special interest is in Arctic marine system ecology, C flux in marine ecosystems and physical- biological coupled models of primary production. He has worked in all European seas and extensively in the European sector of the Arctic Ocean. He has published 140 refereed papers, edited 12 dedicated journal volumes and co-authored two outreach books. He is head of the ARCTOS network in arctic marine ecology and the ARCTOS PhD school and has headed several multidisciplinary research projects, among them the EU FP7 project Arctic Tipping Points.

**CHARLES KIRSCHBAUM**



Charles Kirschbaum serves as the Shrimp and Crab Product Category Manager for Pacific Seafood Group (PSG) a family owned Seafood Company based in Portland, Oregon, USA. With over 23 years of industry experience, Charles has been successful in helping guide and build PSG's production and sales of crab and shrimp in both domestic and international markets. Charles is also active in day to day planning and sales for Pacific Seafood Group's central sales processing team, which is responsible for selling PSG's seafood to markets around the world. Charles earned his Bachelors of Arts degree from Lewis and Clark College. He resides in Portland, Oregon with his family.

**JOHN SACKTON**



John Sackton, publisher of Seafood.com News, is one of the world's foremost seafood market analysts. He has been involved with Coldwater shrimp markets and production in the US and Canada for 15 years. With more than 35 years in the industry, John has also closely followed crab, salmon, whitefish and warm water shrimp markets as well. His daily market commentary is read by thousands of people in North America and the global seafood industry. He is a graduate of Harvard College, and has a Master's degree in Marine Affairs from the University of Rhode Island. John lives and works in Lexington, Massachusetts.

**GEORGIY GUMINSKIY**



Guminskiy Georgiy Georgiyevich holds a position as Sea-Food Project Manager at Emborg\Uhrenholt. Georgiy is based at Uhrenholts Russian rep-office in Moscow. Uhrenholt is one of the leading general food suppliers for Horeca and retail channels on the Russian market.

Georgiy works with following areas: Uhrenholts Sea-Food Project, relaunch of Delight TM (positioning, marketing mix etc.), assortment, price and trade-channels policy, permanent competitor monitoring, marketing analysis, marketing budgeting, negotiating with Asian, European and local suppliers. Georgiy is educated from MIRBIS Institute the MBA Marketing Program and holds a degree in sales management and marketing analyses beside that a Management and Market Academy, certificate.

## JENS MØLLER



Jens Møller holds a Master degree in political science from University of Aarhus, Denmark. He has worked within the seafood and food sector for more than 25 years. Jens has formerly been employed at the Confederation of Danish Industry, Danish Meat Association and the Association of Danish Fishermen. In 2006 he founded GEMBA Seafood Consulting and now works with strategic development, innovation, sustainability and market analyses in the seafood and food sector.

Jens Møller is also the secretary of The International Cold Water Prawn Forum and GEMBA Seafood Consulting has organized the Forum in 2013 and 2011.

## YNGVI ÓTTARSON



Yngvi Óttarson is Managing Director of Icelandic Export Center Ltd, supplier of Iceland Seas prawns.

He has an engineering degree from the University of Iceland and an MBA degree from Duke University.

Yngvi has been with Icelandic Export Center since 1996 that is involved in harvesting, processing and marketing Coldwater prawns from all around the North Atlantic. He has served on ICWPF steering committee since 2010 on behalf of the prawn industry in Iceland.

## JACK ROBERT MØLLER



Jack Robert Møller holds currently a position as director Norwegian Seafood Council, UK.

Jack has 20 years of experience in working within the fishing industry. He was from 2003-2006 the CEO of Uniprawns A/S. Jack Robert Møller holds a Master's degree from the Norwegian College of Fishery Science in Marketing.

Jack Robert Møller have had different relevant positions; Marketing Manager at Norges Råfisklag, Managing Director at Tromsfisk AS, Marketing Manager Salmon & Trout, Norwegian Seafood Council.

From 2000-2003 Managing Director at Uniprawns Nord-Lenangen AS and from 09-13 Managing Director Lyngen Reker AS.

## JONATHAN HODGESON



Jonathan Hodgeson is Commercial Director at Lyons Seafood. Before that Jonathan was Commercial director at Greencore.

Lyons Seafood is one of UK's leading suppliers of freshly cooked prawns, shellfish and other seafood's.

Jonathan Hodgeson holds a degree from University Of Stirling.

### **BRUCE GRIFFIN**



Bruce Griffin is Professor of Nutritional Metabolism and Research Group Leader of Nutrition, Metabolism and Diabetes in the Faculty of Health & Medical Sciences at the University of Surrey. He is currently Theme Leader in Whole Body Metabolism for the British Nutrition Society, and is active as a researcher and teacher of human metabolic nutrition and cardiovascular health.

His main research interest is in understanding how dietary fatty acids and cholesterol influence lipid metabolism and cardio-metabolic risk in obesity, metabolic syndrome, and diabetes.

### **ALEXANDRA JOHNSTONE**



Alex Johnstone is a Senior Research Fellow at the University of Aberdeen, Rowett Institute of Nutrition and Health, working in obesity and metabolic health group, specifically on control of appetite. Her recent research has focused on the mechanistic basis of protein induced satiety, and has led to contract work to develop the Simply Fuller Longer weight loss range of food products with Marks & Spencer. She is currently involved in 4 EU funded work packages, which cover food addiction, stress in the workplace and involve many interesting interactions with the food industry.

### **KAREN GALLOWAY**



Karen Galloway is acknowledged to be a world expert in consumer behaviour and seafood purchasing. Having worked in the seafood industry since 2004 she has considerable experience in researching the barriers to seafood consumption and finding routes to overcoming these barriers and building a stronger consumption pattern. She is currently Head of Marketing for Seafish in the UK and is responsible for establishing the social media and digital platform, Fish is the Dish.

Karen has an MBA from Edinburgh University and has two girls who are 5 and 3 years old and therefore has very little time for any hobbies.

### **LOUISE AFFLECK**



With over nine years' experience working within research departments in advertising agencies, Louise has gained extensive experience in communications research across B2B and consumer markets. Her strengths and knowledge lie within the FMCG markets, with particular focus on food and drink.

Louise enjoys working with clients to help them gain a detailed understanding of the key stakeholders within the organization, be that the end consumer or engaging internal audiences, and relishes working with clients to implement key research findings to drive strategic changes to ensure the client offering is most effective. Louise's skill set lies in both qualitative and quantitative methodologies.

## ØYSTEIN PETTERSEN



Øystein Pettersen holds a bachelor in Food Engineering and a bachelor in Marketing and Management. Øystein has a part of his education taken a number of university courses in quality management, innovation, marketing, culture and history. Øystein has more than 34 year of experiences from the prawn and fish industry. Taking active part in the consolidation of the Norwegian prawn industry including MD of sales and marketing in Norwegian Prawn Industry. Øystein Pettersen is one of the founding members of ICWPF.

## ADAM SWAN



Adam Swan is Category Procurement Director at Brakes Group. Adam joined M+J Seafood, at the time an independent supplier to the foodservice sector, as a junior buyer in 1995 having achieved a BA (Hons) in European Economics. When M&J was acquired by Brakes in 2000, Adam became senior purchasing manager looking after the prawn category for the group before being promoted to commercial director for fish and seafood in 2006. This role included responsibility for purchasing, product development and marketing of all temperatures of the fish and seafood category for the UK businesses.

Since 2010 Adam has been responsible for the dessert, dairy and bakery categories as well as the procurement strategy for Brakes but continues to sit on the technical advisory board for the MSC.

## BRIAN MC NAMARA



Brian has been in the seafood business for over 30 years and has held senior management positions in several sectors of the seafood industry. He has been involved in the Canadian offshore shrimp industry since 1985 and for the last 20 years have been President - and more recently an owner - of Newfound Resources Ltd, one of Canada's largest shrimp companies.

He is also a founding director of the Canadian Association of Prawn Producers and the Northern Shrimp Research Foundation as well as a NAFO advisor to Canada's Minister of Fisheries. In addition, he is Chairman of the (NL division of) the Canadian Heart and Stroke Foundation.

Brian has a degree in Commerce and an MBA from Memorial University of NL and is a member of the Certified General Accountants Association of Canada.

## MIKAEL THINGHUUS



Mikael Thinghuus, aged 51 and a Danish national, is the CEO of Royal Greenland, one of Europe's largest seafood companies.

The company is owned by the Greenlandic government and operates trawlers and factories in Greenland and Europe. Mikael Thinghuus joined Royal Greenland in 2011. He previously held a number of CEO and CFO positions in Europe and Asia.