

## Margaret Bath new CEO of EIT Food



EIT Food today announces that Margaret Bath is joining EIT Food as its new Chief Executive Officer. As from February 2018, she will take over from Dr. Ellen de Brabander, interim CEO, who has been leading EIT Food since its inception in 2016.

Margaret is a top executive who will join EIT Food from The Kellogg Company where she spent the last 13 years of her professional career as Senior Vice President Corporate Research, Quality, Nutrition and Technology. She has over 30 years' experience in leading positions in innovation and R&D in the food industry, working for Dreyer's, Frito Lay and Kellogg's. She received her degree in Experimental Foods from the University of Maryland, USA, and an Honorary Doctorate from the Katholieke Universiteit, Leuven, Belgium.

EIT Food is a unique partnership of over 50 leading companies, universities and scientific partners covering the entire food value chain. EIT Food has the ambition to catalyse the transformation of the way in which we produce, distribute and consume our food, working with the consumer as change agents. Over the next seven years, the partners are projected to invest close to 1200 million euros in this mission, matched by up to 400 million euros financed by EIT, the European Institute of Innovation & Technology.

Since its start in November 2016, EIT Food has hit the ground running following a two track approach. On the one hand a strong foundation has been built, ensuring a professional organisation and good governance supporting operational excellence. On the other hand, the focus has been on building new connections between the partners, generating high quality and high impact project proposals in education, research, innovation and communication, with the first round of projects kicking off in 2018.

Dr. Ellen de Brabander, interim CEO EIT Food: "I am very confident that Margaret will be able to lead EIT Food to the next level, building upon the strong foundation set up by the interim leadership team of EIT Food. I look forward to following the continued success of the organization in the future. In the coming months I will work with Margaret to make the handover process as smooth as possible".

Margaret Bath, CEO EIT Food: “I am excited and honoured to join this unique European partnership and have been impressed by the progress made and foundations built in the first phase of EIT Food. We live in a world that is experiencing unprecedented disruptive changes across our food chain, from farm to fork. EIT Food has the potential to serve as a strong catalyst for positive change by accelerating technology discovery and innovation that meets the needs of the consumers we serve. Co-creation and Co-commercialisation among a variety of different partners with complementary skills - while always keeping the consumer top of mind - will be key to drive the transformation across the entire food system. I greatly look forward to serving the employees of EIT Food as well as our partners”.

Prof. Dr. Peter Van Bladeren, chair Supervisory board EIT Food: “The supervisory board is extremely pleased to welcome Margaret, a person with such an extensive and valuable experience in food innovation, to the EIT food management team. Together, the new management team has the background and credentials to successfully lead EIT Food through the next stage of its development with the ultimate goal of fundamentally changing the food ecosystem in Europe”.

Margaret will be based in the EIT Food headquarters in Leuven, Belgium.

For more information, please contact:

Saskia Nuijten  
Director of Communication  
T: +32 470 50 29 94  
E: [saskia.nuijten@eitfood.eu](mailto:saskia.nuijten@eitfood.eu)

## Background information

### EIT Food

European Institute of Innovation and Technology (EIT) Food is a pan-European consortium that focuses on entrepreneurship and innovation in the food sector. The members of the EIT Food community are world-class players in the international food domain: over 50 partners from leading businesses, research centres and universities across 13 countries. EIT Food is structured around five regional innovation hubs, each covering several EIT Food partners and partner countries.

EIT Food’s vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted.

