

Finding innovative solutions for water scarcity in Southern Europe.

The mentors

EIT FOOD 2021





Alfonso Expósito

Spain

[Website](#)

Alfonso Expósito is assistant professor at the Department of Applied Economics of the University of Malaga (Spain). He has extensive professional experience in both industry and academia, as well as solid knowledge of the environmental sector, mainly focused on water management and governance, agricultural and resource economics, and the development of adaptation policies to climate change.

Alfonso teaches economic analysis and microeconomics, and participates in several international and national projects related to water and agriculture.

Alfonso's key sectors:

- Agriculture
- Utilities
- Water management and governance

Alfonso's main offering:

- Business plan
- Internationalisation
- Innovation & research projects

Alfonso's mentee 2021:





Andrea Cruciani

📍 Italy

🔗 [LinkedIn](#)

Andrea Cruciani is an entrepreneur and member of Fiware Foundation Board of Directors. His main competence areas are international business development, social economic, enterprise architectures and GIS.

Andrea is an expert in innovative start-up evolution and scale-up. For several years, he has worked with public administration, multinational companies, NGOs and SMEs. He is currently collaborating with the University of Perugia, where he is a non-structured teacher and speaker for seminars.

Andrea's key sectors:

- Agriculture
- Digital solutions
- Smart cities

Andrea's main offering:

- Product development
- Business plan
- Sales & marketing
- Internationalisation
- Customer needs
- Financing and investment
- Pitching & public speaking

Andrea's mentee 2021:





Antonio Vicente

Spain

[LinkedIn](#)

Antonio Vincente Contreras is an ICT professional with more than 20 years experience in managerial positions. He is the founder of 3 software companies and mentor of several start-ups.

Antonio is a technology and quality consultant for Industry 4.0, food and public services companies, as well as a member of several associations (CENTIC, TIMUR) and entrepreneurship hubs (CEEIM), as well as of investment organizations. He acts as COO of the start-up lotic Solutions, currently involved in projects considering carbon and water footprint, in close collaboration with Global Omnium.

Antonio's key sectors:

- Digital Solutions
- Utilities
- Energy

Antonio's main offering:

- Product development
- Customer needs
- Business plan
- Pitching & public speaking
- Sales & marketing
- Financing & investment

Antonio's mentee 2021:





Antonio Touriño

📍 Spain

🔗 [LinkedIn](#)

Antonio Touriño has extensive experience in downstream technologies, research & innovation, consulting and advisory work. He has established development, production and operational platforms in Europe, Asia, Africa and Latin America.

Antonio has hands-on experience in developing, studying and marketing plans generating substantial revenues in the process of implementing core bio-based products in the industry. He supports the demonstration of innovative low-carbon technologies at the chemical sector, as well as the introduction of new technologies to support his company, partners and customers to achieve leadership in this area.

Antonio's key sectors:

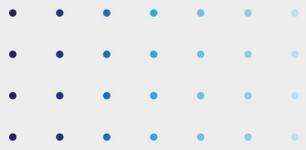
- Manufacturing industry
- Tech-transfer and scale-up from lab to market

Antonio's main offering:

- Product development
- Business plan
- Sales & marketing
- Internationalisation
- Customer needs
- Pitching & public speaking
- IP management

Antonio's mentee 2021:





Clyde Hutchinson

 Ireland

 [LinkedIn](#)

Clyde Hutchinson assists start-ups and SMEs to scale-up and obtain investors, as well as public bodies and corporations in developing innovation programs and digital transformation projects at Journey Partners. As general partner for TEAM ABC, he is raising a global fund for sustainable and efficient air, land and sea transportation.

Clyde has been member of various organizations (e.g. European Innovation Council Accelerator Jury, UNEP Sustainable Blue Economy Finance Initiative, World Ocean Council). He led Latin America's first aviation and travel innovation hub, Viva Air Labs in Medellín, Colombia and set up "The Nest", the world's first aviation leasing innovation hub in Dublin, Ireland.

Clyde's key sectors:

- Reservoirs
- Utilities
- Digital solutions
- Energy

Clyde's main offering:

- Financing & investment
- Pitching & public speaking
- Internationalisation
- Business plan

Clyde's mentee 2021:





Cristian Carboni

Italy

[LinkedIn](#)

Christian Carboni has more than 25 years of experience in management, research and technological innovation, in particular regarding ozone applications to the food industry. As manager of Industrie De Nora he has collaborated in the development of technologies relating to water and wastewater treatment. Moreover, he acts as external consultant of the European Commission in Horizon projects.

Christian is a project evaluator for EASME (Executive Agency for Small and Medium-sized Enterprises) and has collaborated in the preparation of white papers and position papers in associations such as Water Europe or International Ozone Association. He is a Mentor in the challenge idea of Industrie De Nora.

Cristian's key sectors:

- Food manufacturing

Cristian's main offering:

- Customer needs
- Pitching & public speaking
- Sales & marketing
- Product development

Cristian's mentee 2021:





David Smith

📍 Spain

🔗 [LinkedIn](#)

David Smith is the director of the consulting company Water, Environment and Business for Development. He has led more than 25 environmental studies for the European Commission, the World Bank, the InterAmerican Development Bank, the Global Green Growth Institute, and the UNDO. As project coordinator at the research centre CTM in Spain, he sourced and managed funding for water and environmental projects, including the large European water reuse project "DEMOWARE".

David has worked for Thames Water Utilities Ltd as the process plant manager for the largest water treatment plant in England, and a core member of the water quality auditing group.

David's key sectors:

- Agriculture

David's main offering:

- Business plan
- Pitching & public speaking
- Internationalisation

David's mentee 2021:





Didem Mahsunlar

Turkey

[LinkedIn](#)

Didem Mahsunlar led R&D teams in MEA, Israel, Balkans and Eastern Europe. She is a seasoned R&D leader and consultant with 20 years of experience in multinational food and beverage companies. She has working technical expertise on food technology, innovation and R&D, and has a history of successful F&B product launches and multiple market expansions in Turkey, Balkans, UK, West Europe, Middle East and Russia.

She has mentored, trained new product development, commercial story-telling and brand management for technical teams and strategic technology roadmaps promoting innovation enablement and empowered R&D staff in food industry.

Didem's key sectors:

- Food manufacturing
- Agriculture

Didem's main offering:

- Product development
- Business plan
- Internationalisation
- Designing for sustainability and circular solutions

Didem's mentee 2021:





Efthymios Kaliampakas



Greece



[LinkedIn](#)

Efthymios Kaliampakas is the Head of Unit for the Greek Ministry of Infrastructure responsible for the Framework for the Green Growth and Agricultural Infrastructure. He provides expertise to CTA - Technical Centre for Agricultural and Rural Co-operation, and scientific support to cities in developing pragmatic sustainable solutions.

Efthymios is an expert of the DigiCirc project Circular Cities which consists of consortia with SMEs/start-ups. Other scientific topics covered: water management, water use in agriculture, water efficiency in manufacturing and raw materials, water treatment and distribution.

Efthymios' key sectors:

- Digital solutions
- Utilities
- Manufacturing industry
- Energy

Efthymios' main offering:

- Internationalisation
- Pitching & public speaking
- Business plan

Efthymios' mentee 2021:



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Georgios Karakatsanis

📍 Greece

 [LinkedIn](#)

Georgios Karakatsanis is an economist, specialising in innovations in the fields of energy, ecosystems and financial engineering. He has extensive work experience in banking and finance, ecological financial engineering, risk management and business continuity. He is currently working on natural resource recycling models, natural capital valuation methods, and the development of financial engineering and banking instruments for the implementation of circular economies.

Georgios is the co-founder and CEO of EVOTROPIA Ecological Finance Architectures P.C., operating in the field of natural capital valuation and the Circular Economy.

Georgios' key sectors:

- Agriculture
- Digital Solutions

Georgios' main offering:

- Product development
- Business plan
- IP management

Georgios' mentee 2021:





George Suciú

📍 Romania

🔗 [LinkedIn](#)

George Suciú holds a PhD in cloud communications and an MBA in Informatics Project Management and IPR. He is highly experienced in cloud communications, blockchain, cyber-physical quantum security, AI/ML for big data and IoT/M2M. Since 2008, he is the R&D and Innovation Manager at BEIA Consult International.

George is author of over 200 papers and holds over 10 patents. Moreover, he has experience in due diligence and mentoring for over 100 commercial and R&D projects. He has founded over 10 start-ups/spin-offs and he is in the management board of 3 SMEs.

George's key sectors:

- Agriculture
- Digital Solutions

George's main offering:

- Product development
- Business plan
- IP management

George's mentee 2021:





José Antonio Rodríguez de la Cruz

Spain

[LinkedIn](#)

José Antonio Rodríguez de la Cruz is a Civil Engineer specialising in Hydraulics and Energy, with postgraduate studies in business and public policies, water resources management, environment and renewable energies. He is a manager of hydraulic installations as well as a coordinator in the world of business associations, and served as an Expert Trainer at the EIT Manufacturing Water Academy (2020).

José is currently a Technical Coordinator of AGA, and advisor on urban water, environment and related legislation and policy proposals. He has contributed in the preparation of various reports, including the "21 strategic country initiatives for the recovery and transformation of the Spanish economy 2021-2026".

José's key sectors:

- Energy
- Urban planning
- Utilities
- Reservoirs

José's main offering:

- Customer needs
- Product development
- Business plan
- Pitching & public speaking
- Financing & investment
- Sales & marketing

José's mentee 2021:

AGROW
ANALYTICS



Maria Cristina Pasi

📍 Italy

🔗 [LinkedIn](#)

Maria Christina Pasi has been engaged with water resources circular models and its impact on industrial process technologies development for over 10 years. She is co-leader of the Water Innovation System VLT (Water Europe WE Platform), generating synergies between industry, RTO and governance institutions and WE partners. She collaborates with Finlombarda in the evaluation of projects and in the Innovation actions of the Open Innovation Platform of Regione Lombardia.

Maria is an expert in the Horizon EASME and EIC Funding instruments. She is a member of the Body of Knowledge of the EIT Manufacturing sub-group and collaborated to the definition of the EIT BoK action plan for 2021.

Maria's key sectors:

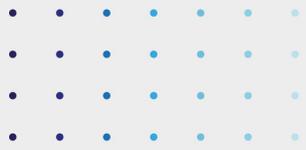
- Manufacturing industry
- Food manufacturing
- Energy
- Agriculture
- Digital solutions

Maria's main offering:

- Product development
- Customer needs
- Business plan
- Sales & marketing
- Internationalisation
- Pitching & public speaking

Maria's mentee 2021:





Marco de la Feld

📍 Italy

🔗 [LinkedIn](#)

Marco de la Feld has over 12 years of experience in the field of EU projects as an innovation manager. His main expertise is management innovation to understand how different solutions fit to a specific market, define innovative and circular business models, develop business models to study the financial sustainability of the solutions and open the doors to new sources of funding.

Marco has extensive experience in the water sector, as has been involved in several projects related to water scarcity (Water2Restun - SALGAE - ALGATECH and others) in order to develop innovative solutions at EU level.

Marco's key sectors:

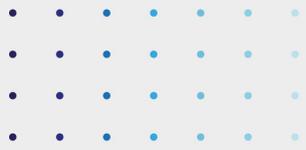
- Agriculture
- Food manufacturing
- Manufacturing industry
- Urban planning
- Utilities

Marco's main offering:

- IP management
- Business plan
- Pitching & public speaking
- Sales & marketing
- Internationalisation
- Financing & investment

Marco's mentee 2021:





Paolo De Stefanis

📍 Italy

🔗 [LinkedIn](#)

Paolo De Stefanis is the founder and CEO of a start-up studio focused on helping European researchers develop radically innovative products and start-ups. An engineer by education, he studied and applied entrepreneurship and strategic marketing, guiding new development processes through design thinking and user centred design methodologies.

Paolo has raised more than 50M € to nourish new ideas through VC firms and public funding. He is currently an expert evaluator for the European Commission, business coach to prepare enterprises to meet international investors and has recently been appointed as an expert for the Horizon Results Booster project.

Paolo's key sectors:

- Manufacturing industry
- Energy
- Utilities

Paolo's main offering:

- Product development
- Customer needs
- Business plan
- Financing & investment
- Pitching & public speaking

Paolo's mentee 2021:





Paulina Janiak

Italy

[LinkedIn](#)

Paulina Janiak has over 20 years of experience at the intersection of policy, finance and technology in climate and the environment, assessing, mentoring and facilitating advanced solutions in products, services and processes. She has practical knowledge of public funding schemes and understanding of private sector financing including multilateral development bank loans.

Paulina is a member of the Water Scarcity BoK 2020, a grant applications reviewer (EASME/REA, EIT Food, Climate KIC, Innostars, Eureka Network and PRIMA) and mentor under InnoWise Challenge Labs, #EUvsVirus Pan-European Hackathon and Silicon Valley Incubator/Accelerator.

Paulina's key sectors:

- Utilities
- Urban Planning
- Digital Solutions
- Agriculture
- Food manufacturing
- Energy
- Water management
- Water supply & sanitation

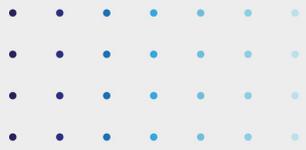
Paulina's main offering:

- Internationalisation
- Pitching & public speaking
- Financing & Investment
- Business plan
- Sales & Marketing
- Customer needs

Paulina's mentee 2021:



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Pieter De Jong

Spain

[LinkedIn](#)

Pieter de Jong is an environmental engineer with a specialization in integral water management. He works as an EU affairs manager for the (Wetsus) European Center of Excellence for Sustainable Water Technology. He is a core-member of the drafting group of Horizon Europe partnership Water4All, coordinator of the S3P thematic partnership Water Smart Territories and co-author of the JRC Report on Smart Specialisation in the context of the Blue Economy.

Pieter has received the award for EU Cluster Partnership 2016 with ECSP Energy in Water (NnW) in 2016 and has coordinated the EIP Water Action Group FINNOWATER (2013-2016).

Pieter's key sectors:

- Agriculture
- Food manufacturing
- Manufacturing industry

Pieter's main offering:

- Financing & investment
- Pitching & public speaking
- Internationalisation
- Business plan

Pieter's mentee 2021:





Sara Giordani

📍 Italy

🔗 [LinkedIn](#)

Sara Giordani is a technology transfer independent consultant with expertise in innovation and technology management, intangible assets and IP auditing and strategy, business development, appraisal and valuation of intellectual property. She has over 17 years of experience in advising SMEs and start-ups, as well as mentoring R&D consortia to design strategies for the protection and the exploitation of their outcomes and related IPRs.

Sara has collaborated with private organisations, research centres, and public institutions, such as the European Commission, the Italian Ministry of Economic Development and the Italian Union of Chambers of Commerce, and many others.

Sara's key sectors:

- Food manufacturing
- Manufacturing industry
- Energy
- Digital solutions

Sara's main offering:

- Product development
- IP management
- Customer needs
- Business plan
- Financing & investment
- Pitching & public speaking
- Sales & marketing
- Internationalisation

Sara's mentee 2021:





Totti Könnölä

 Spain

 [LinkedIn](#)

Totti Könnölä is managing director of the Insight Foresight Institute (IFI). As a member of 'Foresight on Demand' consortium, he has coordinated the foresight support for the mission board on oceans, seas, coastal areas and islands, and provided foresight support to the European Environmental Agency, SAPEA and the group of scientific advisors of the EC.

Totti is a board member of Sustainability College Bruges, FOM and GES Alliance. Since 2019, he has been an expert evaluator for the SME Instrument/ EIC Accelerator of the European Innovation Council. He consults start-ups and teaches entrepreneurship and finance in business and technical schools.

Totti's key sectors:

- Business plan definition and development
- Internationalisation

Totti's main offering:

- Digital Solutions

Totti's mentee 2021:





Zita Dibácsi

📍 Hungary

🔗 [LinkedIn](#)

Zita Dibácsi has over 15 years of experience in environmental and renewable energy technology. She has extensive international program and project-level working experience from both private and public organisations. She has managed supervised and evaluated projects co-sponsored by various EU programs (since 2013, more than 200 R&I projects reviewed).

Zita has an expertise in green technologies and environmental impact assessment with a full-scale environmental expert license from the Hungarian Chamber of Engineers for water, air quality, climate, noise and vibration, and geological media protection, as well as waste management.

Zita's key sectors:

- Energy
- Urban planning
- Agriculture

Zita's main offering:

- Product development
- Customer needs
- Internationalisation

Zita's mentee 2021:

