

FRANS VAN DER SMAN

Van Ijsendoornstraat 12,
3223 HW, Hellevoetsluis, NL

FvdSman@gmail.com

+31 6 2917 2732

WWW <http://NutriScoring.eu>



2020

- now

Interim RA Consultant

Regulatory advice on Nutrition & Health Claims Regulation (EC1924/2006) with specific focus on the temporary Botanicals On Hold situation.

Setting up Claim tools in cooperation with Marketing and R&D.

Finding the sweet spot of making reliable claims while proudly communicating benefits of therapeutic products.

Bonusan Supplements

2019

- now

Consultant and owner

Advising food and supplement companies on the exciting topics of Nutrition and Health Claims and Front of Pack logo's.

Passionate about helping marketing to build strong brands by deep portfolio analysis against nutritional opportunities.

Nutrition Scoring Solutions

2015

2019

Food Labelling & Claims Manager

Representing Unilever in a coalition of multinational companies for the development of a new European Front of Pack label. Continuously analyzing and monitoring the total portfolio against emerging Nutrient Profiles to assess business impact of upcoming changes. Deliver insights to shape global strategy and positions, based on external developments. Representing Unilever in internal and external networks.

Unilever Global Standards & Advocacy team (R&D)

2009

2019

Food Claims Manager

Providing multi regional business support to marketing- and R&D teams on consumer (health) claim topics. Performing risk assessments in force field of marketing vs science vs regulations to making health claims. Delivering Regulatory insights and opportunities within the Nutrition and Health Claims Regulation (EC 1924/2006) using EFSA opinions.

Unilever Nutrition & Health Research

1999

2009

Nutrition Information Scientist

Developing and implementing Nutrition Score Tool for the assessment of the complete Unilever Food & Beverages portfolio.

Unilever R&D Health Institute

Education & Work experience

1993

1999

Chemical Analyst

Unilever Diet & Health Research

DCMR Milieudienst Rijnmond Schiedam

Exxon Chemical Rozenburg

1993

HLO Bachelor

Laboratory science Analytical Chemistry

WORK EXPERIENCE

EDUCATION

My Purpose

Creating trust with facts that are based on dedication and integrity

Miscellaneous

2014 -2018

Yearly guest lecture "Nutrition & Health Claims, scientific substantiation" Maastricht University, Faculty of Health, Medicine and Life Sciences

2010 -2019

Yearly organisation full day student visit program "Health innovation in food industry, role of evidence based nutrition". VU Amsterdam, Public Health & Nutrition

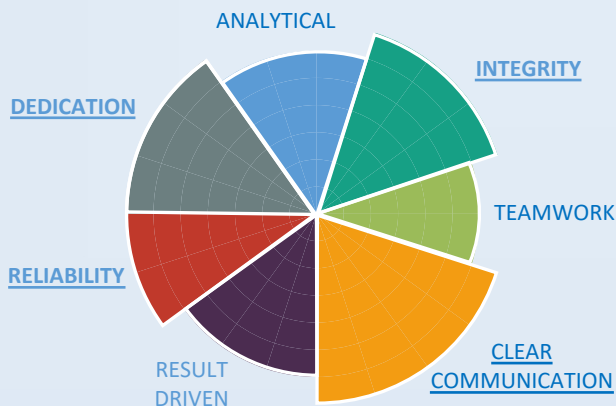
2014 -2019

Steering committee member JOGG (Jongeren op Gezond Gewicht) Vlaardingen

Tools

Excel Expert, including VBA
Spotfire, Visual Basic

Personal drivers



Objective

Looking for further professional development.
Building on competencies acquired in previous roles.
Preferred properties for a new role includes:

- stakeholder management
- training and coaching
- being the expert
- team interaction
- external representation