

FRANS VAN DER SMAN

Van Ijsendoornstraat 12,
3223 HW, Hellevoetsluis, NL

FvdSman@gmail.com

+31 6 2917 2732

WWW <http://NutriScoring.eu>



<p>2019 - now</p> <p>Consultant and owner</p> <p>Advising food companies on Claims, Front of Pack logo's portfolio analysis and product reformulation.</p> <p>Passionate about helping marketing to build strong brands by deep portfolio analysis against nutritional opportunities.</p> <p>Nutrition Scoring Solutions</p>	<p>2015 2019</p> <p>Food Labelling & Claims Manager</p> <p>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 food & beverage portfolio against emerging Nutrient Profiles to assess business impact of upcoming changes. Deliver insights to shape global strategy and positions, based on external developments like competitors, EC, consumer organisations, governments and academia. Representing Unilever in internal and external networks.</p> <p>Unilever Global Standards & Advocacy team (R&D)</p>	<p>2009 2019</p> <p>Food Claims Manager</p> <p>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.</p> <p>Unilever Nutrition & Health Research</p>	<p>2004 2009</p> <p>Nutrition Information Scientist</p> <p>Developing and implementing Nutrition Score Tool (~250 users) for the assessment of the complete Unilever Food & Beverages portfolio. Following prototype phase, guiding external IT partner. Setting up visualisation tools for global portfolio.</p> <p>Unilever R&D Health Institute</p>	<p>1999 2004</p> <p>Data Analyst</p> <p>Building and implementing a laboratory information system (high throughput screening) for laboratory analyses.</p> <p>Unilever R&D Nutrition Centre</p>	<p>Education & Work experience</p> <p>1993 1999</p> <p>Chemical Analyst</p> <p>Unilever Diet & Health Research</p> <p>DCMR Milieudienst Rijnmond Schiedam</p> <p>Exxon Chemical Rozenburg</p>	<p>1993</p> <p>HLO Bachelor</p> <p>Laboratory science Analytical Chemistry</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------

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**

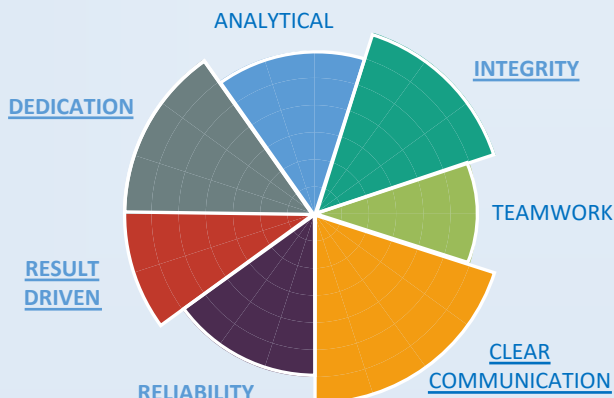
2014 -2019

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