

Worlds of Healthy Flavors ASIA 2015 Presenter Bios

VASHA AZOOR is Director, Client Business Partner, Singapore and Malaysia for Nielsen. A passionate consumer insights professional with 10 + years of experience and leadership in insights. Vasha thrives on building deep consumer understanding to give strategic direction, recommend opportunities for innovation, monitor competitive activity, suggest defensive tactics and build brand engagement. Business judgment, strategic mindset, and marketing skills, honed through her master's degree and delivered with analytical horsepower, enable her to empower initiatives, which lead to profitable growth. Her knowledge of research design and execution and ability to interpret data underpin her leadership of teams who fully utilise research to inspire marketing wins. Great planning and co-ordination, results clearly presented with the best of data visualisation techniques are her hallmarks. Vasha embraces change using emergent tools in insights such as Google analytics and social listening to ensure strong consumer engagement. Productive, smart, caring, energetic, Vasha thrives in a team environment where she can collaborate to deliver to consumer needs. Very comfortable in cross-cultural settings and fluent in Mandarin. Looking to return to the client side and a consumer focused environment. (Singapore)

CHOO LIN is the Deputy Director, Healthy Dining, in the Obesity Prevention and Management Division of the Health Promotion Board. She is responsible for the policy development and management of the Board's healthy dining programmes in out-of-home settings. She is passionate about bringing healthy dining options to all diners and believes that partnership with the F&B industry is the key to unlocking the healthy mind-set of diners in Singapore. She is currently driving the Board's Healthier Dining Programme, Healthier Ingredient Programme and Healthy Meals in Schools Programme. Prior to her current portfolio, Lin was the Deputy Director of the Corporate and Industry Partnership Division. In her 16 years with the Board, she had headed several strategic teams responsible for the formulation of healthy aging and tobacco control policies and programmes. She also led the Singapore regional negotiation delegation for the World Health Organisation's Framework Convention on Tobacco Control. (Singapore)

GREG DRESCHER is Vice President of Strategic Initiatives & Industry Leadership at The Culinary Institute of America (CIA), where he oversees the college's leadership programs for the foodservice industry, including conferences, invitational leadership retreats, digital media, and strategic partnerships. Greg is the creator of the college's influential Worlds of Flavor International Conference & Festival, the annual Worlds of Healthy Flavors and Menus of Change leadership conferences (both presented in partnership with the Harvard T.H. Chan School of Public Health's Department of Nutrition), the Healthy Menus R&D Collaborative, and numerous other CIA "think tank" initiatives. In 2005, Greg was inducted into the James Beard Foundation's *Who's Who of Food & Beverage in America*. The following year, he was honored with *Food Arts* magazine's Silver Spoon Award. He shared James Beard Awards in 2007 and 2009 for his work in developing the CIA's "Savoring the Best of World Flavors" webcast series, filmed on location in food cultures around the world. In 2008, he was appointed by the president of the National Academy of Sciences' Institute of Medicine to its "Committee on Strategies to Reduce Sodium Intake," whose final report was published in 2010. Greg travels widely around the world to track flavors, culinary traditions, and inspiration for healthy eating. A 2008 profile in *Bon Appetit* magazine dubbed him the "Flavor Hunter." (Napa Valley, CA)

CATHY JÖRIN, MBA is Director of Special Projects and Planning for the Strategic Initiatives division of The Culinary Institute of America (CIA). She began her tenure with the CIA in 1996 and over the years, she has held a variety of positions including Associate Director of Education at Greystone and Director of Business Analysis for Continuing Education for the College. In her current role, Cathy serves as the Strategic Initiatives liaison and project leader in Asia, working with Asia based partners, presenters and sponsors for CIA leadership initiatives. Cathy headed up the planning for the CIA's 13th Annual Worlds of Flavor Conference 2010, *Japan: Flavors of Culture*, and is co-planned the 17th Annual Worlds of Flavor Conference for 2015, *Asia and the Theater of World Menus*. She is responsible for the development of the Asia version of one of CIA's most influential leadership programs, Worlds of Healthy Flavors ASIA®, based in Singapore. She also works on other CIA Strategic Initiatives projects in long-range planning, business analysis and fundraising. In addition, Cathy currently serves as the Director of Partnership Development for The Food Business School, the CIA's new center for executive and graduate education. She earned her MBA at the University of San Francisco with Beta Gamma Sigma honors and the award for Highest Academic Achievement in the Executive Program. She holds a Bachelor of Arts Degree from the University of California, Irvine and an Associates Degree in Culinary Arts from the California Culinary Academy. Cathy is a former member of the Board of Directors of Women Chefs & Restaurateurs (WCR) where she was Chair of the WCR Business Development Committee and chair of the WCR 2013 annual conference celebrating WCR's 20th Anniversary. She is also a member of Les Dames d'Escoffier. (Santa Rosa, CA)

MELISSA KOH is Manager at the Health Promotion Board, Obesity Prevention & Management Division. Melissa graduated with a Bachelor of Science in Nutrition and Postgraduate Diploma in Dietetics from the Curtin University of Technology, Australia. Her passion for good food and nutrition education led her to focus her career on promoting health and wellness in the community. In her role with the Health Promotion Board, Melissa works closely with the Singapore Food and Beverage sector to advance nutrition and promote healthier dining. Prior to this, Melissa worked as a clinical and foodservice dietitian at Gleneagles Hospital where she provided consultation on weight loss and chronic disease management for various treatment and life stages. (Singapore)

MALCOLM LEE is the Chef-owner of Candlenut, a modern Peranakan restaurant in Singapore focused on serving inspired dishes with authentic flavours. Malcolm found his calling in the kitchen through experiences working in the U.S. and operating Frujch, a café and bar, as an undergraduate at the Singapore Management University (SMU). After becoming the first Singaporean recipient of the Miele Guide Scholarship, Malcolm attended the At-Sunrice Global Chef Academy. Today Malcolm serves authentic Peranakan cuisine with a twist; he uses refined and modern techniques such as *sous vide* cooking. Candlenut's menu reflects Malcolm's simple yet refined cooking style with focus on flavor and execution. Candlenut has gained significant coverage in the local media, and received publicity in overseas publications in Hong Kong and London. (Singapore)

TONI SAKAGUCHI '84, CEC, CHE, is Associate Dean for Culinary Arts at The Culinary Institute of America (CIA) at Greystone. After graduating with an associate degree from the CIA in 1984, Toni earned a bachelor's degree in hotel, restaurant, and institutional management from Michigan State University. She then moved to California and served as executive chef in two of the nation's top restaurants, Border Grill Café and City Restaurant, both in Los Angeles. Toni was the fine dining chef at the Sonoma Mission Inn & Spa in Sonoma, California, prior to joining the faculty at the CIA at Greystone in 1997. (Napa Valley, CA)

MICHAEL SANSON '96, is Lecturing Instructor, Culinary Arts at The Culinary Institute of America, (CIA) Singapore. Michael's culinary experience includes previous positions as Head Chef at Belcancao Restaurant at the Fours Seasons Hotel in Macau, China, and Chef d'Cuisine at Capers Restaurant at the Four Seasons Hotel in Singapore. Michael worked with Four Seasons Hotels and Resorts for sixteen years before joining The Culinary Institute of America, Singapore faculty in 2011. (Singapore)

PAM SMITH, RDN is a culinary nutritionist, food industry consultant, best-selling author, and radio host. She provides wellness coaching to professional and corporate clients, including executives and culinary development teams at Darden Restaurants, Walt Disney World, Hyatt Hotels and Resorts, Cracker Barrel, and Aramark Business Dining. She is co-creator of Bahama Breeze and Seasons 52, and develops menus and recipes with a focus on Delicious Wellness – great food that is great for you. Pam is the author of 14 published books and many articles and columns for magazines, newspapers and websites. Her best-selling books include Eat Well-Live Well, Food for Life, The Healthy Living Cookbook, The Energy Edge, The Smart Weigh – and her newest, When Your Hormones Go Haywire. She is a frequent speaker for top corporations and associations, and has been the Festival Host for all 17 years of the Epcot International Food and Wine Festival. She has hosted wellness shows for Fox's The Health Network, and her daily radio spot Living Well may be heard on over 800 stations nationwide. She is the founding principal of Shaping America's Plate. (Orlando, FL)