

## CONTACT

- 📞 814-883-2573
- 📍 North Carolina, United States
- ✉ farai.machina@gmail.com

**Member: Penn State Federal Credit Union**

## EDUCATION

### UNIVERSITY OF WISCONSIN -STOUT

Master of Science, Operations & Supply Management  
2023

### PENNSYLVANIA STATE UNIVERSITY

Bachelor of Science, Food Science  
2007

## CERTIFICATION

### MICHIGAN STATE UNIVERSITY

Food Safety  
2013

### MICHIGAN STATE UNIVERSITY

International Food Laws & Regulations  
2010

## SKILLS

- Business & sales development.
- Product development & management.
- Process development & optimization.
- Risk mitigation and contingency planning.
- Project management.
- Market insights & branding.
- Digital marketing asset creation.
- Strategy and Synergy valuation.
- Aesthetic design.

## AWARDS/ACCOLADES

- Best Floral Educator nomination, 2023 (Black Girl Florist Association)
- JBSS Corporate Vision Award, 2022
- Post Consumer Brands Transformation Spotlight Award, 2021
- 3 Wedding Wire Couples' Choice Awards, 2021,2020, 2016.
- 6 USA events magazine publication features, 2014 through 2023 (Party Slate, The knot, Blac, St Louis Bride, St Louis Bridal)
- Zim-Achievers Awards nomination (female entrepreneur of the year), 2021
- 3 Best Event Service awards (St Louis Post-Dispatch & St. Louis Best Bridal) 2014,2015,2016

## ABOUT ME

A performance-driven and innovative professional in business and product commercialization, boasting more than 15 years of industry experience who is deeply passionate about agile speed-to-market strategies, fostering collaborative work environments, and spearheading revenue growth within startup and Fortune 500 business environments.

## WORK EXPERIENCE

### FOUNDER

**Flowertivity Academy**, <https://www.flowertivity.com>

- Event floristry & decor Education for business start-up training and supplies.

**Food Science Africa**, <https://www.foodscienceafrica.org>

- Platform that brings food industry professionals & scholars of African origin together. Access to resources that enhance food product development knowledge and skills for Africa. We can transform the world though Food & science!

**Kitchen to Retail Foods**, <https://www.kitchentoretailfoods.com>

- Kitchen to Retail Foods is a business service for food enthusiasts, food start-ups or food entrepreneurs who need help to charter their favorite recipe into a commercially viable retail product.

**Adorned Sites**, <https://www.adornedsites.com>

- Branding, e-commerce platform & digital assets developer.

**Farai Machina Events**, <https://www.faraimachinaevents.com>

- Award winning event florals & decor services. Transforming spaces & curating spectacular experiences.

### FOOD INDUSTRY PROFESSIONAL

**Principal Scientist**, Brightseed Bio, 2022 - Present  
Leading team on product adaptation for businesses in food and supplements.

**Senior R&D Manager**, John B Sanfilippo, 2020 to 2022  
Led R&D team and operations in new product segment start up.

**Sr. Site Scientist**, Post Consumer Brands, 2018-2020  
Led manufacturing process optimization for multimillion dollar product lines.

**R&D Commercialization**, Chew Innovation 2017-2020  
Led RD team & managed technical information transfer to CPG clients.

**R&D Senior Scientist**, Interbake Foods 2015-2017

Led R&D for 3 business units to meet projected annual product sales &revenue

**R&D Scientist**, ConAgra 2010-2015

Managed development for 20 product segments to meet revenue goals.

**R&D Technical Project Manager**, Barry Callebaut, 2008-2010  
Managed R&D projects for USA & Mexico

### PRODUCT LAUNCH HIGHLIGHTS (List not exhaustive)

**PGP Bio Hemp Fiber Crisps 2023:** PGP International.

**Private Label Energy Bars 2022:** (Walmart, Target, HEB, Meijer, Costco).

**Private label Kids Bars 2022:** (Walmart, Target).

**Squirrel Brand Snack Nuts 2021:** <https://www.squirrelbrand.com/>

**Post Cereal 2019:** Dunkin Cereal.

**Mondelez brand Enjoy Life snack bars 2018**

**Private label Snacks 2010 to 2017:** (Walmart, Target, Trader Joe, Wegmans, Whole Foods, Dollar General) Crackers, Ginger Snaps, Thin Mints, Fudge Stripe & Sandwich Cookies, Sugar Wafers & more.

**Ben & Jerry's 2009:** Cocoa blend for Chocolate Ice cream.

**Nabisco 100 Calorie Chips Ahoy cookies 2007** (first product launch with Leclerc Foods as my intern project ).