

# RESTwithEU

## Hackathon

EXPERTS BIO: MENTORS AND JURY

June 2023





## Matthias Kuom

Project Officer - DG CNECT - Artificial Intelligence & Digital Industry – Digital Transformation of Industrial Ecosystems unit

Digital transformation expert with advanced experience in innovation management, currently working as Seconded National Expert (END) at the European Commission. Particularly interested in artificial intelligence, Industry 4.0, data spaces, digital twins, and advanced manufacturing as well as tourism applications. Excellent experience in the design, finance, support, and evaluation of research projects. First-class network of contacts with funding agencies, and experts from scientific and research organizations at national and international level.



## Luis Miguel Ciprés

CEO at Barrabés.biz

Luis Miguel Ciprés has more than 10 years of experience in digitalisation and innovation environment. His latest and current experience leads him to the development of innovation projects oriented to create environments between organizations and startups so that they can cooperate and grow together. He has a strong focus on project management of large client accounts such as Banco Santander or Telefónica and he works for the establishment of collaboration agreements with leading people within the innovative and entrepreneurial sector and the search for and creation of alliances between companies. He has also experience in the definition of training programs aimed at innovation within the company, as well as internationalization processes.



## Alejandro Fernández de Mera

Head of Public Sector at Barrabés.biz

Industrial Engineer that holds a degree in management of innovation. He has worked in innovation for more than ten years, in energy and sustainability projects at an international level. Always working with R&D and especially with promoting innovation and boosting its go-to-market and uptake in companies (especially SMEs). He has worked in two research centers and consultancy firms with big corporates and industries. He is also an associated professor of the Polytechnical University of Valencia (one of the top polytechnical universities in Spain and Europe).



## Sandra Saiz Rodriguez

Innovation Consultant and RESTwithEU Project Manager at Barrabés.biz

With a double Degree in Business Administration and Actuarial and Financial Sciences, a MBA in Team Leadership and The Power MBA, and more than 10 years of business experience, Sandra has led projects, people, and corporate areas such as Strategy, People, Quality, Processes, Technology, and above all, since 2016, has focused on Innovation and Digital Transformation. Holds experience in R&D&I projects, national and European, in addition to being an EU Independent Evaluator in European projects in various areas of knowledge.



## Paula Hafner

Project Manager at EIT FOOD South CLC

Paula Hafner holds a Molecular Biology master's degree from the Autonomous University in Madrid and a master's degree in international commerce. That made her professional profile an international one since the beginning. She started in the Economic and Commercial office of the Spanish Embassy in Singapore as a junior trade analyst where she supported and accompanied agrifood Spanish companies in their penetration in the Singaporean market. After the period abroad, she returned to Spain and performed as a specialised consultant for more than 12 years at the big consultancy firm Zabala. There she was expert on EU funding instruments for R&D strategic projects, mainly in the fields of Agrofood, Health and Pharma. She has the chance to manage more than 50 EU projects during these years. In 2021 she joined EIT Food South as a Project Specialist where she has continued to be in close contact with the EU funding ecosystem and has recently take over the role of Key Account Manager for the management of the strategic partner of the EIT Food network in the South of Europe.



## Amparo San José

Entrepreneurship Program Manager at EIT FOOD South CLC

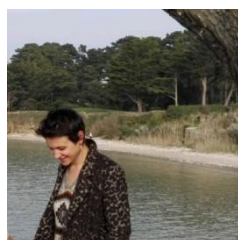
She is currently Program Manager Entrepreneurship at EIT Food, leading the team of six people engaging with the ecosystem of startups, investors and corporates in the South of Europe. Previously she was the Director of the Business Angels Network and Entrepreneurship activities at IESE Business School in Madrid. She likes to engage in research into startup financing, venture capital and entrepreneurship with several papers and articles published. She has a degree in business administration from the University of Oviedo and an MA in European Politics. Earlier in her career Amparo worked at international bodies such as the Inter-American Development Bank. She is a member of the Board of the European Trade Association for Business Angels (EBAN).



## Ramón Perisé

R&D Head Chef at Mugaritz

Ramon Périsé went to the Universitary School of Hospitality Management and Culinary Arts (EUHT Sant Pol) in St. Pol de Mar to obtain a master's in culinary arts and kitchen Management. In 2009 he staged for 6 months in Mugaritz and 2 months later he started to work in Mugaritz as a chef de partie. In 2011 he began to work in the Development and Research kitchen in Mugaritz with the creative team. Since then, he has been taking more responsibility in that position and he has been developing with the R&D team the proposal that has been vanguard in the world of gastronomy. He has participated in several research projects related to the use of alternative ingredients to obtain products with an improved nutritional profile, as well as in the development of a line of products for restoration, studying the behavior of the diner or exploring the interaction between technology and gastronomy. In 2018 he became R&D head Chef in Mugaritz and since then he is exploring the boundaries of gastronomy directing and participating in a wide variety of interdisciplinary projects. In 2019 he founded with other partners the company Wild Ferments and they created Ama Brewery, a brand that brews beverages for the gourmet consumer: Ama Pét-Nat Tea.



## Marine Thizon

Public Affairs Manager at HOTREC

Marine Thizon joined HOTREC, the umbrella association representing the hospitality industry in Europe as Public Affairs Manager last year. While collaborating with diverse stakeholders, HOTREC represents the interests of hotels, restaurants, bars, cafés and shares its field expertise with EU officials. With strong interpersonal, policy analysis and reporting skills, Thizon has a special interest in hospitality and trade, as well as advocacy strategy and outreach, networking, Public Relations and stakeholder engagement.





## David Dominguez de Lucas

Director de Digitalización en Hostelería de España (CEHE España) y Director comercial y Marketing en HORECADATA

David Dominguez is working since 2017 for HOSTELERÍA DE ESPAÑA, he brings 15 years of experience in management positions within multinational companies and large Spanish SMEs across various industries. He combines a strategic vision with leadership capabilities and execution expertise in areas such as partnerships, commercial planning, marketing, and business intelligence. He leads the Horeca Data business unit and is leading sectoral digitisation projects, such as Horeca Marketplace and Safe Hospitality, Digital Kit, and Touristic Experiences.



## José Peláez

Head of Digital Transformation & Innovation at BCC Innovation Technology Center and Manager of LABe Digital Gastronomy Lab, Basque Culinary Center's Living Lab

Entrepreneur and expert in product, service and business model design in food and technology. Jose is co-inventor of a technology for sous-vide cooking optimisation (European Patent Pending). Co-author of the report "The Restaurant of the Future: technologies and ecosystems in the digital age" and the report "The state of Digitalization of the Hospitality Industry in Spain". He is also a mentor at Culinary Action Accelerator, Bridge For Billions and partner at Unitatea Capital, a pre-seed and seed startup investment vehicle formed by leaders of the Spanish innovation and entrepreneurship ecosystem.



## Laurence Hamdan

Sustainability Consultant in The Sustainable Restaurant Association

Laurence has worked in hospitality since he was 15 years. Alongside that, he has expanded his knowledge base in a several fields (chemistry, sales, operations, gastronomic science) but has always kept one foot in restaurants and still loves being in the kitchen. He ties this all in to deliver consultancy projects and community events at the SRA.



## Nicola Bianchi

Vice Director at Edi Confcommercio

Nicola Bianchi is the Vice Director of the Digital Innovation Hub of Confcommercio, the largest trade association in Italy representing over 700,000 enterprises, including those in the food service sector. Engineer, he is responsible for partnerships, national and international projects. Over the last ten years he has been working in the field of R&I management for public institutions, research centres and enterprises. He is an evaluator of national and international R&I projects and I support public-private partnerships in the development of projects under national and European initiatives (e.g. Horizon 2020, UIA, etc.)



## Jürgen Marchart

Managing Director; FFoQSI

Currently Jürgen Marchart is the founder and managing director of the Austrian Research Centre for Feed and Food Quality, Safety and Innovation (FFoQSI) in Tulln, Austria, which is a cooperative research center bringing together more than

50 consortium partners from academia and business to perform research along the feed and food production line. Previously, he was the managing director of the Austrian Venture Capital Association, and I was head of program of a start-up funding program. I started my career in two startups in the field of vaccine development in Munich and Vienna. Jürgen is a Microbiologist by training with additional economic post graduate education.



## Marius Joetten

Responsible for the end-consumer portal products Hospitality.digital

Marius Joetten is responsible for the end-consumer portal products of HOSPITALITY. Digital. As Product Lead he oversees multiple development teams leveraging synergies to achieve a highly efficient implementation of the company's new end-consumer targeting strategy. He has a senior background in Software Architecture which enables him to cover whole product development chains end to end on business and tech side.



## Adrian Cummins

CEO of Restaurants Association of Ireland and Treasurer of HOTREC - Hotels, Restaurants, Bars & Cafés in Europe

Adrian Cummins is an experienced Chief Executive Officer with a demonstrated history of working in the food & beverages industry. Skilled in Customer Service, Government, Hotel Management, Tourism Management, and Event Management. Strong business development professional graduated from NUIG Galway. The Association provides a wealth of benefits and services to restaurant owners, and it also currently provides a comprehensive package of training programs for restaurant owners, managers/supervisors and operatives, covering a wide range of skills and disciplines.





## George Assonitis

Advisor at Union of Hellenic Chambers of Commerce and  
Member of the Technical Committee of the Network of  
Insular Chambers of the EU

George Assonitis, Ph.D, is an advisor on European Union Affairs at the Union of Hellenic Chambers of Commerce and Member of the Technical Committee of the Network of Insular Chambers of the EU. He represented the Ministry of Commerce as counsellor on Internal Market, Consumer, and Tourism Affairs at the Permanent Representation of Greece to the EU from 2001 to 2009, in Brussels. He was also a lecturer for ten years at the Ionian University, the University of the Aegean and the University of Crete and the University of Peloponnese on International Law, European Institutions and International Organizations. His has several publications on the Law of the Sea, International Shipping Law, Conflict Resolution and Prevention, Foreign investments and European Integration.



## Andrea Grudda

Mentor, KeyNote and Trend Management Trainer the  
mouthand Teacher

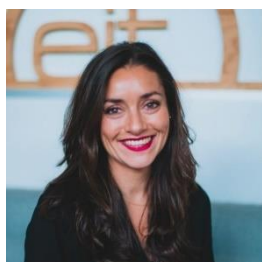
Andrea Grudda has been established as a trainer and speaker in various industries for many years. She accompanies companies in their transformation into the new world. It is her great talent to instinctively recognize what awaits and moves us in the future. She understands exactly how people develop and how customers behave. Andrea Grudda teaches trend management at the EMBA University in Düsseldorf, publishes regularly in books and specialist magazines and is a member of Speakers Excellence.



## Maria Gencheva Andreeva

Stara Zagora Regional Development Agency, Bulgaria

Maria Andreeva is a digital marketing specialist, journalist and blogger, covering particularly the food, wine, travel in hospitality industry. A restaurant lover herself, she is determined to help restaurants and hospitality businesses to communicate their services in the best way, educate the audience and attract their most desired customers.



## Elvira Domingo

RIS Program Manager, EIT Food CLC South

Following a decade leading the development of new products in large multinationals, and transforming the innovation ecosystem, Elvira's expertise as EIT Food RIS Program Manager, is dedicated to build a strong RIS portfolio that delivers sustainable growth and strengthen the innovation ecosystem across Southern Europe, delivering meaningful impact for both people and the planet.



## Jorge Lopez Conde

Deployment Chief Manager for the New European Bauhaus in the European Cluster Alliance

Jorge leads the transformation of industrial and territorial ecosystems, accompanying companies, public administrations or foundations in the creation and management of strategies, consortia or projects with European funds.

He is currently Deployment Chief Manager for the New European Bauhaus in the European Cluster Alliance and coordinates the activities related to the transition pathways of the construction ecosystem towards the new green pact. He also collaborates as an expert in 'Architecture, technology and demographic challenge' at the Cotec Foundation. In 2022 he was selected as one of #Los100deCotec, the network of experts to analyse the great social, economic and technological challenges facing innovation. In 2022 he created the Observatory for Depopulation [www.observatoriodeladespoblacion.com](http://www.observatoriodeladespoblacion.com) and curated the exhibition 'The City of the Future: from the Orchard to the Table' <https://www.centrocentro.org/exposicion/la-ciudad-del-futuro-de-la-huerta-la-mesa> at CentroCentro Palacio de Cibeles. During 2023 the exhibition will be itinerant with different formats, including the publication of a book.



## David Chamorro

Co-founder, CEO of Food Idea Lab S.L

For more than 15 years, he has been fully dedicated to working on some of the most important gastronomic projects on the national and international scene, holding management positions and specialising in R&D in the kitchens of Aduriz and Ángel León, carrying out research projects that have led him to relevant gastronomic innovations. Likewise, due to his skills as a teacher and communicator, he collaborates fully in the most renowned universities in the gastronomic sector. After the pandemic, the concept of "Food Idea Lab" was born. A creative centre for innovation and development located in Madrid, where we are dedicated to generating ideas and making them a reality, always in the gastronomic and food sector. We develop projects for haute cuisine restaurants, for restaurant chains,

for bars and cocktail bars, food industry... an outsourced laboratory, where ideas become realities and the impossible becomes possible.



## Christian Domínguez

Operational and Project Manager at Food Idea Lab

He describes himself as a gastronomy passionate, with a curious and inquiring mind and a special interest in the creative fusion of sweet and savory cuisine. Studied in Science & Cooking at Harvard University and holds a master's in culinary management elBarri & Gasma by CEU, Cardenal Herrera University.

During his professional career, he has gained experience in operations and creative projects with renowned pastry experts such as Christian Escriba in Spain, Martin Chiffers in the UK and Adriano Zumbo in Australia. He has also worked in some of Spain's finest fine dining restaurants, most notably his experience with the master of creativity and sweet cuisine, Albert Adrià at Enigma.

He was selected as a member of the 2nd multidisciplinary call for elBulli1846 in Cala Montjoi, where he collaborated with a team of young professionals, including chefs, scientists, historians and food journalists. They worked alongside Ferran Adrià daily, carrying out reflections, research, studies and experiments. They highlighted creation and innovation in the gastronomic world and carried out individual research and development projects.

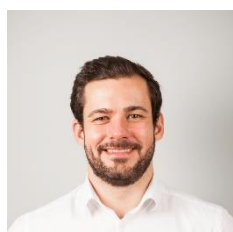
Christian carried out an academic shuttle project on "Culinary techniques in gastronomic restoration", a project assigned by Ferran Adrià after analysing one of the professional profiles.



## Pedro Costa

Chef and Owner Restaurant Pedro Do Costa in Portugal and participant of the pilot program in RESTwithEU to develop the challenge 4

Pedro is a scientist, inventor, educator and entrepreneur. With a BSc in Applied Biology and a PhD in Biomedical Engineering he has worked in universities, research institutes and university medical centers all over the world and received multiple awards for his work. In 2017 he returned to his home country, Portugal, and has since then founded two companies. One of the companies (BIOFABICS) operates in the biotech/biomedical research sector while the other company (CASA ROSARINHO) operates in the hospitality/nutrition/pastry sector. CASA ROSARINHO is a pastry company specialized in the Portuguese traditional delicacy called Bolinhol. While preserving tradition, Casa Rosarinho intends to be a reference in the innovation of this delicacy, betting on digital solutions, sustainable and healthier raw materials and circular economy. Casa Rosarinho was created as a homage to Pedro Costa's mother, Maria do Rosário da Silva Ferreira Costa. She was a skilled entrepreneur and pastry chef and was the last heiress and owner of the second oldest producer of Bolinhol in Portugal.



## Mathieu Djourabtchi

Public Affairs Analyst at Edenred

Mathieu Djourabtchi is a Public Affairs expert within the Group Edenred which operates in 45 countries worldwide. Edenred provides solutions to improve well-being at work such as meal vouchers, which secure employees' purchasing power and guarantee them access to a meal through a dedicated network of restaurants. Mathieu is contributing to build and promote strategic public and private partnerships and alliances with key stakeholders to tackle public policy challenges (notably to secure the access to food, stimulate the local restaurant economy, improve corporate welfare).



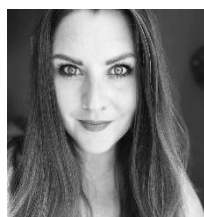


## Elisa Encina Galnares

Entrepreneur, Consultant in The Food Manager and CEO of Burrimaki

Elisa Encina Galnares, the CEO of Burrimaki, is a renowned entrepreneur and a prominent figure in the food industry. With a strong passion for creating delectable and cutting-edge culinary experiences, Elisa has established herself as a visionary leader in the field. Her dedication and expertise have propelled her to actively collaborate in various food projects, such as The FoodManager and NumierTPV, where she contributes her valuable insights and expertise.

Elisa's unwavering commitment to innovation and her profound appreciation for the transformative power of food have shaped her career. She finds immense joy in witnessing the spark of inspiration in individuals as they share their ideas and the genuine enthusiasm that radiates through their voices when they express their passions. This passion for startups and innovative ecosystems has been a driving force behind her success in the industry.



## Inga Rós Antoníusdóttir

Tourism Travel and Tech digitalization advisor

Inga is an award-winning marketer and has worked with several service providers and Saas companies throughout the years. She has extensive experience within the tourism and hospitality industry and a very international profile. Inga is a former market manager in Iceland for Expedia (Hotels.com) and former Head of Digital Development at the Icelandic Tourist Board and was most recently VP of Growth at Sweeply. Her focus in recent years has been on digitalization in the hospitality industry. She was one of the instigators and organizers of the Icelandic Travel Tech conference and has served as a mentor in projects in Palestine, Kenya, Iceland, Denmark and Greenland. Inga studied International Business Administration and Intercultural Management at Copenhagen Business School.

