

Joseph Nicholas Alexandrou

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Education

- Bachelors of Science in Food Science, Consumer Science option

Food Science Experience

Mariani Packing Company-QA Intern *Mar 2009-Sept 2009, Vacaville, Ca*

- Run shelf life testing experiments
- Run taste preference and discrimination tests
- Provide sensory statistics information that helps improve efficiency

Food Sensory Science Intern *Oct 2007-Jun 2010 Aug 2010-Sept 2010, University of California, Davis*

- Worked under the supervision of Dr. Michael O'Mahony and Dr. Rie Ishii
- **Research projects:**
 - Home use testing with soy bars. Responsible for 60 panelists.
 - Investigation of the effect of words and/or numbers on the use and results of the 9-point hedonic scale
 - Study of consumer preferences for beer of different temperatures
 - Investigation of consumer preferences for new green tea flavors
 - Consumer research on acceptability of a cranberry based beverage with health related benefits
- **Duties:**
 - Respondent recruitment and communication to ensure high rate of participation
 - Testing schedule organization
 - Test set-up, product preparation and monitoring
 - Providing directions to respondents
 - Test administration one-to-one with respondents
 - Data processing and analysis
 - Results summary in graphs and tables using Excel
- **Media tested:** Soy bars, chocolate, canned beer, green tea, cranberry water and various visual stimuli
- **Panelist for:** Dried fruit, green tea, canned beer, table olives, and other stimuli.

Seminar attended

- Dr. Benoît Rousseau, The Institute for Perception, Richmond, VA: Use of the Landscape Segmentation Analysis® methodology to analyze and use consumer hedonic data to help predict optimal product success in the market place

Skills

- Proficient in Word, Excel, PowerPoint, and Publisher
- Proficient in SAS program writing for Univariate/Multivariate Statistics
 - *t*-Test, ANOVA, PCA, Internal Preference Mapping, RSM
- Proficient in Excel statistics programs and organizing description responses from panelists to useable data

Leadership and Extracurricular Activities

- Apart of 2010 Disney Food Product Development winning team
- NCIFT representative for Food Tech Club
- Activities Committee member for Department of Food Science UC Davis
- Food Tech Member at UC Davis
- Boy Scouts of America
 - Eagle Scout, April 2003
 - Vigil Honor, Order of the Arrow, September 2003
- Certified Personal Trainer for 24 hour Fitness Feb 2007-Sept 2007