

KEY PERSONNEL  
MARIANNE SWANEY-STUEVE

EDUCATION

- 2001 Ph.D. University of Missouri – Columbia
- 1999 M.S. University of California – Davis
- 1993 B.S. University of Missouri – Columbia

PROFESSIONAL EXPERIENCE

- Associate Research Professor and Manager, Sensory and Consumer Research Center, Dept. of Human Nutrition, Kansas State University, Manhattan, Kansas, 2012-present.
  - Building database of consumers
  - Consultant to clients
  - Managing client projects from developing objectives through submitting final report
  - Training professionals on sensory & consumer research tools to help their business
  - Developing/mentoring graduate students on consumer testing
  - (Winter 2013) Teaching Practicum in Consumer Research (graduate level)
- Consultant (Consumer Research), 2012 to present.
- Principal Consultant (Consumer Research), InsightsNow, Inc, Corvallis, Oregon, 2010-2012.
  - Selecting most appropriate research methodologies and techniques to meet clients challenges
  - Overseeing the design of research questionnaires, moderator guides, and statistical analyses
  - Moderating exit interviews and focus groups
- Global Director, Sensory & Consumer Insights (SCI), International Flavors & Fragrances, Inc, Dayton, NJ, 2001-2009.
  - Developing marketing strategies and creating project timelines in collaboration with global category leaders, marketing, applications, and commercial teams
  - Defining and implementing IFF's global Flavors SCI strategy based on global category and regional/local marketing strategies
  - Allocating and monitoring IFF's Flavors Global SCI budget consistent with business strategy and priorities
  - Managing global and regional SCI teams in the design and execution of SCI programs in accordance with the SCI strategy via on-site meetings with staff/customers/consumers and through remote communication
  - Ensuring the communication sharing, training and leveraging on the use of IFF's proprietary CI tools throughout global organization
  - Serving as IFF's thought leader on SCI to customers and external media
- Teaching Assistant, Sensory Evaluation of Food, University of Missouri-Columbia, 2001.
- Teaching Assistant, Food Product Development, University of California-Davis, 1998.
- Teaching Assistant, Introduction to Food Science, University of California-Davis, 1997-1998.

## PUBLICATIONS

- Swaney-Stueve, M. and H. Heymann. 2002. A comparison between paper and computerized ballots and a study of simulated substitution between the two ballots used in descriptive analysis. *J Sensory Studies* 17 (6): 527-538.