



Lisa Dorsman

Nutritional scientist & food innovator

I describe myself as a motivated and passionate person, who made it her mission to make the world healthier. This is why I did my bachelor in Food Innovation and recently graduated from the MSc Health Food Innovation Management. In February 2020 my first cookbook 'Vezels' was published.

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EDUCATION

MSc Health Food Innovation Management

Maastricht University

2019 - 2021

Venlo

Domains

- Biomedical sciences addressing the impact of nutrition components on health and disease prevention
- Industrial research, food innovation-development programs and related entrepreneurial / business activities, value propositions and "go to market" activities
- Consumer Research in the area of health and disease concerns, decision making, eating behavior and lifestyle
- Food regulatory/law environment, especially food safety and benefit claims

Food Innovation (Food Design specialization)

HAS Hogeschool

2015 - 2019

's-Hertogenbosch

Courses

- Concept and product development (incl. consumer and sensory research, marketing, design of supporting aspects such as packaging, posters, photography and food styling)
- Food technology and safety

PUBLICATIONS

Cookbook

Vezels

2020

Forte Uitgevers B.V.

Lekker eten voor een gezonde buik

LANGUAGES

Dutch

Native or Bilingual Proficiency

English

Full Professional Proficiency

WORK EXPERIENCE

Program development assistant Health/Nutrition

WW (formerly know as Weight Watchers)

10/2021 - Present

Epidemiology intern

Maastricht University

01/2021 - 07/2021

Maastricht

Awarded with a grade of 8.5

Thesis topic

- The effect of coffee intake on insulin regulation in the Maastricht Study
- Data analysis in SPSS

Intern Research & Development

Creamy Creation, FrieslandCampina

11/2017 - 04/2018

Rijkevoort, the Netherlands

Awarded with a grade of 9

CERTIFICATES

Nutritional Scientist A (11/2021 - Present)

Nederlandse Academie van Voedingswetenschappen (NAV)

NUTR107x: Nutrition, Exercise and Sports (10/2020 - Present)

WageningenX (Wageningen University)

Cambridge English Level 2 Certificate in ESOL International

(Advanced) (06/2015 - Present)

Cambridge English Level 3 Certificate in ESOL International

(Proficiency) (06/2015 - Present)

Food Innovation Bachelor's Award - 2nd prize (06/2019)

VitaFoods Europe 2018 Tasting Centre Awards, Best Tasting Food - Runner Up (2018)

Presented to FrieslandCampina for the Blueberry Muffin Breakfast Drink RTD

SKILLS

Concept development

Ideation

Problem Solving

Product development

Project management

Teamwork