

EATING HEALTHILY

Speakers



Yvette Sánchez, Prof. Dr., is Director of the Centre for Latin American Studies (CLS-HSG) and Full Professor of Hispanic Cultures at the University of St.Gallen. She is engaged in several research projects in the Latin American area, bridging the gap between cultural studies and social sciences, e.g. directing the postgraduate program The Dynamics of Transcultural Governance and Management in Latin America, or the research network Transcultural Workspaces. She has edited the handbook *Transculturalism and Business in the BRIC States* (2015), and *LebensMittel* (2013).

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Lívia Barbosa, Prof. Dr., obtained her PhD in Social Anthropology in 1986 (after her studies in Museology, Social Science and Anthropology). She did research at the National Research Council and directed the Center in Marketing, Organisation and Consumption at the School of Advertising and Marketing (ESPM), São Paulo. She has held important positions in teaching and research at many renowned institutions, e.g. the Pontifícia Universidade Católica (PUC) and the Fluminense Federal University (UFF), Niterói in Rio, the Brazilian Cultural Chair, the Kellogg Institute at Notre Dame University, the York University and the MBA ITA/ESPM. Lívia Barbosa has also been consultant, researcher and speaker in several Brazilian companies, like Coca-Cola, Unilever, IBM and Danone.

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Thomas Rudolph, Prof. Dr. in Marketing and International Retail Management at the University of St.Gallen, Director of the Gottlieb Duttweiler Chair of International Retail Management, Director of the University's Institute of Retail Management (IRM-HSG), as well as Co-editor of the marketing magazine Marketing Review St.Gallen. He has written various books and over 200 articles in scientific and management related journals. Besides his research and teaching activities, he is on the board of several well-known enterprises and has successfully established the Retail-Lab, a partnership program between leading European Retailers and the University of St.Gallen.

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Melanie Bassett, Mag., studied business administration at the University of Innsbruck. After working in the tourism industry for 1.5 years she started her PhD at the Institute of Retail Management in 2012. Aside from her research publications, she has also co-authored two studies on food retailing and consumption in Switzerland.

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Klazine van der Horst, Dr., joined the Nestlé Research Center in September 2011 and conducted various studies on children's eating behaviour. Currently, she is involved in a global research project on dietary intake and eating behaviour in infants and children as a senior nutrition scientist. Also, she is program manager for the research program on sustainable nutrition. From 2008 to 2011 she worked as a postdoctoral scientist at the Swiss Federal Institute of Technology in Zurich. Klazine van der Horst holds a Doctorate in Public Health and a Master specialisation in Health Education and Health Promotion.

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Pedro-Manuel Marques-Vidal, Prof.Dr.med, studied medicine and biochemistry at the University of Toulouse, France, and worked on cardiovascular epidemiology in Finland, Portugal and France. Since 2007 he is an active researcher in the Lausanne-based CoLaus project, a longitudinal study on cardiovascular diseases. He is a member of the European society of cardiology. His research topics are mostly related to cardiovascular disease, including macroeconomics, genetics and risk factors. Pedro-Manuel Marques-Vidal has authored and co-authored over 280 international peer-reviewed papers, including Lancet, Nature, Nature Genetics, JAMA and European Heart Journal.

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Tanja Schneider, PhD, is a senior lecturer in sociology at the Institute of Sociology, University of St.Gallen and a Research Associate at the Institute of Social and Cultural Anthropology, University of Oxford, UK. Her food-related publications focus on the governance of genetically modified and functional foods in Europe, the marketing of health food and healthy eating practices in Australia and Europe, and the emergence of restless forms of consumer behaviour in the food system. In 2012, Tanja Schneider co-founded the Oxford Food Governance group. As a team they have studied the ways in which new media shape consumer activism and food governance in Europe, funded by the Oxford Martin School Programme on the Future of Food.

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Peter Braun, Dr., is CEO of Swiss Food Research which is the national association to connect research institutes with companies to foster innovation in the Agro Food business. He has a background in food processing and more than 25 years of experience in the food industry. Earlier employments include Head of Marketing and Head of Innovation with Bühler Switzerland in the business unit cocoa, chocolate and coffee. He is also active in education and gives lectures in process engineering.

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Thomas Brunner, Prof. Dr., is Professor of Consumer Behaviour at the Bern University of Applied Sciences – Food Science and Management since 2012. Earlier, he worked as a senior researcher at the ETH in Zürich and at the LINK Institute for Market and Social Research in Lucerne. As a psychologist, his research focuses on consumers' behaviour concerning their food intake. Nudging consumers into more sustainable and healthy eating patterns is a topic of special interest.

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Vanessa Boanada Fuchs, Ph.D. is a Postdoctoral Fellow in "Society and Environment" at the University of Campinas, Brazil, where she develops research concerning changes in traditional riverine people ways of life due to the construction of dams in the Amazon. Vanessa also coordinates the Doctoral School "The Dynamics of Transcultural Governance and Management in Latin America" at the University of St.Gallen.

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Emerson F. Queiroz, Prof. Dr., teaches at Geneva University as a Senior Researcher and Lecturer since Mai 2011. He completed his education in pharmaceutical studies in Brazil at the Federal University of Paraíba in 1994 and later received a PhD thesis from the University of Paris XI. He also worked as a scientific manager in the research and development department in Aché Laboratórios Farmacêuticos S.A, in São Paulo, Brazil. Aché is one of the largest pharmaceutical companies in Latin America. Emerson F. Queiroz was in charge of managing projects for the development of new drugs, based on Brazilian biodiversity.

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Jérémie Forney, Prof. Dr., is assistant professor (SNF-professorship) at the Anthropology Institute, University of Neuchâtel. His current research interests focus on the governance of environmental issues in agri-food systems, both in the public policies and the private sector. Earlier, he developed research in Switzerland and New Zealand, on farmers' adaptations to changes in the political and economic context, at the individual and collective level. After completing his PhD at the University of Neuchâtel, he worked at the Centre for Sustainability, University of Otago (NZ) and at the Bern University for Applied Sciences.
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Eberhard Wolff, PD Dr. rer. soc., after 20 years of academic practice in several Medical History institutions and museums, he is currently a private lecturer for Cultural Anthropology at Basle University and permanent academic associate in Popular Culture Studies at Zurich University. His research mainly focuses on cultural anthropology of health and body. He has published on the role of the individual in a public culture of healthism and the current obesity discourse. His latest books are on Switzerland's identity of healthiness and on the shaping of a modern Jewish identity among Jewish physicians around 1800. Besides his academic activity, he works as a journalist for the Swiss Medical Journal.
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Jonna Cohen is currently pursuing her doctorate at the Centro Latinoamericano-Suizo of the University of St.Gallen. Her current research emphasises Latina leadership, knowledge sharing, and critical pedagogy in the United States. Cohen holds a MS in Elementary Education from the Brooklyn College and a BS in Human Rights and Social Justice from the University of Minnesota.
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Dominik Mösching is executive director of "Youth Encounter on Sustainability YES" at the non-profit *myclimate*. His PhD project in the program "Organisation and Culture" at the University of St.Gallen follows coffee practices along commercial networks in Colombia and Switzerland. His research focuses on global-local interactions, organisation, participation and knowledge. Dominik Mösching holds an MA (2009) from the University of Zurich with a thesis on how economic interests and national identities shape attitudes towards 'globalisation' (NCCR Working Paper 68). His publications include the book chapter "Organisation" in *Kleiner Merkur BWL* (Schulthess, 2014) and "Mehrheitsdemokratie und Rechtsstaat" (*socio.ch*, 2009).
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Micaela Diaz Rosaenz, Phd candidate in Organisation Studies and Cultural Theory at the University of St. Gallen with the Swiss Government Excellence Scholarship. She holds an MA in Public Policy and Development Management (Universidad Nacional General San Martín) and a BA in Sociology (Universidad de Buenos Aires). She taught at the Universidad de Avellaneda and currently is affiliated as a virtual tutor to FLACSO (Facultad Latinoamericana de Ciencias Sociales). She has done previous research on local democracy and participation focusing on participatory budgeting in Argentina. At present, she is developing her research project on consumption and citizenship in low income sectors in Argentina and Brazil.
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Frank Burose, Dr. sc. agr., since May 2011, directs the Competence Network on Food Economy in Weinfelden which connects and supports SMEs in the food industry. In 2010, Frank Burose completed his PhD in agricultural sciences at the University of Hohenheim (GER) and at the research institute Agroscope (CH), where he also worked as a research associate. Prior to his studies, Frank Burose was trained as a farmer and worked in different agricultural businesses in Germany, Lithuania, Canada and Australia. Frank Burose is member of the Swiss Food Research, Swiss Association of Engineer Agronomists and Food Engineers as well as the Association of Swiss Specialist Journalists.
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Musicians



Victor de Souza Soares started his musical training at the age of nine in his homeland Brazil. After obtaining a degree in Law (2008) at UFMG, Brazil, he pursued a Masters in Singing and Vocal Pedagogy (2013) at the Music Academy Basel. His career has led him to theaters and concert halls such as the Semperoper Dresden, the Royal Albert Hall, the Tonhalle Zürich, and the Palau de la Música de Barcelona. Victor Soares also moves through the Jazz, Pop and Rock scenes, having concluded several collaborations with established artists, like The Rolling Stones (UK), The Allan Parsons Project (USA) and Grupo Uakti (BRA). Currently, he's a PhD candidate and SNF-research fellow at the Institute of Musicology of the University of Bern, with a dissertation on sound symbolism and auditory knowledge among the *Geraizeiros* of central Brazil.
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Oliver Pellet Santos studied guitar at the Art Faculty of Paraná in Curitiba, Brazil and completed a master with Wolfgang Muthspiel at the Hochschule für Musik Basel in 2014. He recently released his first album "On the road" featuring own compositions and with the participation of different musicians such as Seamus Blake, Lea Freire and Rodrigo Bottermaio. In 2010 he visited the Jazz-Guitar-Intensive-Course at New York University, with renowned professors like Bruce Arnold, Pete McCann, Toni Moreno, Mark Whitfield, Dave Pietro, Billy Drewes and Steve Cardenas. Oliver Pellet has also played with important Brazilian musicians.
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