Canterbury Innovation Centre | University Road | Canterbury | Kent CT2 7FG | UK atha@de-la-tierra.com | +44 (0) 77.10.00.58.45

PROFILE

With over 20 years in the international agrifood sector, I lead sustainable growth by driving product differentiation, technological innovation, and supply chain optimisation. Drawing on deep expertise in agricultural engineering and sustainability, I craft and deliver strategic solutions that boost business and environmental outcomes for clients. Recently focusing on regenerative agriculture and double materiality assessments, I align sustainability strategies with global standards, integrating environmental and financial impacts. My innovation-driven approach consistently creates measurable value, enhancing performance across entire value chains.

EMPLOYMENT HISTORY

CUBOS SOLUTIONS LTD, UK

2024 - present

Founder and Director

An environmental consultancy firm specialising in double-materiality assessment services for clients and white-label solutions for other sustainability consultancy firms.

- Access to an up-to-date library with 50+ ESG impact and risk indicators to meet reporting requirements;
- Interoperability solutions allowing pre-filtering of high materiality topics based on sectors and reporting frameworks to reduce reporting fatigue;
- Sectoral and commodity expertise to help firms interpret impacts and risks, identify opportunities, and inform sustainability strategies.

DE LA TIERRA LTD, UK 2012 – present

Founder and Director

Award-winning firm promoting farming communities around the world through trade & technology.

Recent and current technical and sustainability consultancy partnerships

- Regenerative Agriculture. Designing and implementing semi-quantitative life cycle analyses (LCAs) for clients and crop-specific regenerative standards for sectors;
- Chair (Sustainable Juice Platform). Collaborative efforts with members representing 90% of juice traded in Europe and the wider sector to improve sustainability in global supply chains;
- Chair (Systems Working Group of the SAI FSA v3.0 Guidance Committee). Lead responsible for the v3.0 of the FSA sustainability standard and continuous improvement programme;
- Consultant (SAI FSA). Lead responsible for designing the new FSA EU CSDDD add-on module;
- Consultant (SAI Regenerative Agricultural Framework). Training and assistance provided to the WG;
- Consultant (Leafr). A platform connecting firms with freelance sustainability consultants;
- Sustainability Consultant (Innocent Drinks Ltd). Responsible for the co-design and implementation of their sustainable sourcing strategy and lead on transdisciplinary projects;
- Consultant (Ceva Logistics). Responsible for the design of a Lebanese purpose-built packhouse, including agronomy and postharvest support on table grape, cherry and avocado;
- Consultant (Alpine Caterers Ltd). Design and implementation of ISO22000:2018 for industrial caterer;
- Advisor (SAI Platform Academy). Approved to support SAI Platform members on FSA implementation;
- Service provider (COLEACP), a non-profit organisation funded by the EU for the support and development of sustainable and commercial agriculture in ACP territories;
- Advisory board member (Longevity Development), a private consortium dedicated to largescale sustainable and commercial development projects in ACP territories;
- Consultant (Zoepac). Responsible for sales of modified atmosphere packaging and provision of support to international agents. R&D into green technologies.
- Consultant (InspiraFarms). Provide postharvest expertise to firm specialised in supplying modular and energy-efficient facilities for the horticultural sector in emerging markets.

Canterbury Innovation Centre | University Road | Canterbury | Kent CT2 7FG | UK atha@de-la-tierra.com | +44 (0) 77.10.00.58.45

MALAWI MANGOES OPERATIONS LTD, MALAWI

2012 - 2017

Director of Technical Affairs

A multimillion-dollar private development project, with own estates (425 ha) and an outreach programme (5,000 smallholders), for the production and process of standard and organic banana and mango puree.

Responsibilities

- ♦ Helped founders develop business strategy from conceptual phase (2009);
- Designed and commissioned state-of-the-art processing plant;
- Designed and implemented food safety, OHS, quality & environmental management systems;
- Client, investor and wider stakeholder management;
- Head of technical and sustainability teams, including work plans and budget planning;
- ESIA, land acquisition and resettlement plans for own production and 12 ha processing site.

Achievements

- Approved by 21 regional and international clients, including Coca-Cola, PepsiCo and Nestlé;
- Approved and funded by the IFC, part of the World Bank Group, having met their stringent EHS guidelines and environmental and social performance standards;
- Gained baby and infant food programmes through robust product and process control;
- Sole Rainforest Alliance certified source of banana and mango in Africa;
- Largest commercial production of Alphonso mango outside of India;
- State-of-the-art processing plant considered by many clients as the best on the continent;
- Generated jobs and improved economic livelihoods for thousands within the local community.

INNOCENT DRINKS LTD, UK

2007-2012

Ingredient Technologist

Europe's leading fruit juice and smoothie organisation, part of the Coca-Cola Company.

Responsibilities

- * Responsible for portfolio of over 40 ingredients, including citrus, tropical, soft fruit, root crops, natural extracts, herbs & spices;
- ❖ Managed ingredient food safety programme. Gained significant experience in pesticide, authenticity and microbiological control (pH, Aw, thermal process, packaging, acidification).

Achievements

- Worked on a collaborative project with the Coca-Cola Company from concept phase to help make Innocent Drinks number one NFC orange juice brand in Europe;
- * Responsible for the design and implementation of two Indian mango sustainability projects, one with Exotic Foods to reduce the adverse impact of climate change in the Konkan, the other with Jain Irrigation Systems to develop a smallholder project with tribal communities in the State of Gujarat for Rajapuri, a variety exclusively developed for puree;
- Identified key quality drivers in raw material handling, varietal selection, postharvest management, blend management and process control of entire portfolio of ingredients. This ensured that Innocent Drinks maintained product differentiation over competition;
- ❖ Engineered several cost optimisation projects, worth in excess of £1mn per annum.

Canterbury Innovation Centre | University Road | Canterbury | Kent CT2 7FG | UK atha@de-la-tierra.com | +44 (0) 77.10.00.58.45

COMPAGNIE FRUITIERE & JP FRESH (DOLE) LTD, UK

2003 - 2007

Technical Manager: Melon, Pineapple & Exotics

Compagnie Fruitiere is the largest fresh produce company in Africa, and subsidiary of Dole.

- Maintained supplier quality and due diligence programme;
- Client management, i.e. Tesco, M&S, Somerfield, Bakkavor, Hain Daniels, Nature's Way;
- Significant value-addition and reduced shrinkage in the supply chain through improved stock management, R&D and innovation;
- Developed melon category through seasonal depth and extension, new varietal development and postharvest improvements to become largest importer of winter melon;
- Overhaul of pineapple category for Tesco led to record growth, representing 35% of total UK market share versus total fruit share equivalent of 26%;
- Work on varietal selection, maturity control and sensory evaluation resulted in the gain of lion's share of melon and pineapple programmes for the prepared fruit salad sector;
- **Solution** Exhaustive research into near infra-red non-destructive technology helped gain premium melon lines and reduce customer rejections, especially for low brix and translucency.

M & W MACK LIMITED, UK

1997 - 2003

Technical Manager: Grape, Soft fruit & Stone fruit

Part of Fresca, one of the UK's largest independent importers & distributors of fresh produce.

- Involved in GLOBALGAP pilot (Greece) and first overseas Tesco Nurture certification (RSA);
- Developed exclusive year-round organic grape business for J Sainsbury and M&S, £5mn;
- Developed new suppliers, providing depth and strength of sourcing;
- ♦ Improved quality management systems for entire organisation, £130mn;
- Exhaustive research into passive and active MAP for table grape, soft and stone fruit;
- Audited and managed supplier base, including direct deliveries from source to RDCs;
- Worked with seed houses and suppliers to develop new and improved cultivars.

EDUCATION

Reading, writing, running, Nordic walking, wild water swimming, gastronomy, politics.

QUALIFICATIONS AND SKILLS

Qualifications:

MBA Oneday (Woolf), UK
MSc. Sustainable Development University of Sussex, UK

BSc. Agricultural Engineering Writtle University College (WUC), UK

HND [Tropical] Agricultural Engineering WUC, Nova Scotia Agricultural College, Canada

Languages: English (fluent), Greek (very competent), Spanish (competent).

Other: Lead Auditor, RSPH Level 4 HACCP, IT, UK driver's licence.

Membership: Institution of Agricultural Engineers (IAgrE). Chartered Engineer (pending).

INTERESTS

Reading, writing, running, Nordic walking, wild water swimming, gastronomy, politics.

Canterbury Innovation Centre | University Road | Canterbury | Kent CT2 7FG | UK atha@de-la-tierra.com | +44 (0) 77.10.00.58.45