

Lori Rothman is a Section Manager for Kraft Foods in the Department of Perceptual and Applied Quantitative Sciences and Innovative Applications, a part of Research and Development. For the past 14 years, Lori has worked in the area of consumer research, conducting both quantitative and qualitative studies for many of the Kraft brands. Lori has a B.S. degree from Cornell University in Nutritional Sciences and an M.S. degree from the University of California, Davis in Food Science. At Davis, Lori researched the language of basic tastes and its transfer to novel tastants with trained panelists. Prior to joining Kraft Foods, Lori worked for Philip Morris (now Altria), researching the sensory impact of flavor degradation in carbonated beverages, for Kellogg's, where she managed the Sensory Evaluation and Shelf Life departments and for Brach's Candies at the inception of its Product Performance group, where she built a state of the art sensory laboratory including shelf life testing chambers and computerized panel evaluation booths. Lori has authored a number of publications in refereed and industry journals and is a frequent speaker at universities and conferences. Lori is a longstanding professional member of the Institute of Food Technologists and its Sensory Evaluation Division as well as ASTM International where she cochairs the Acceptance Preference Task Group. She is an active reviewer for the Journal of Quality and Preference and has authored a chapter on "Just About Right Scales" for the book Consumer Led Food Product Development published in 2007.



Merry Jo Parker has over 25 years experience in applying sensory principles and practices to consumer research. In 2008 she retired as the founder, owner and CEO of Food Perspectives Inc., a guidance research and consumer insights consulting and testing firm. Founded in 1990, Food Perspectives has clients across the United States from Fortune 500 companies to small emerging companies. Food Perspectives works with product guidance and marketing consumer insights professionals offering a variety of research techniques, ranging from fieldwork to complete research services that include test design, interpretation and consulting.



Prior to founding Food Perspectives Inc. Ms. Parker was, an independent consultant, a Senior Scientist at General Mills Inc. and Research Scientist at Sandoz Nutrition focusing on product development and consumer research on nutritional, food service and retail food products.

Ms. Parker received Bachelors and Masters Degrees in Food Science from the University of Minnesota with an emphasis in sensory science. She has been a member of ASTM since 1999 and serves as the Chairman for the ASTM Subcommittee on Fundamentals of Sensory. In 2007 Ms. Parker co-chaired the 7th Pangborn Sensory Science Symposium. This symposium is considered the most important international scientific gathering for sensory and consumer scientists with over 900 attendees from 54 different countries. She has also been a long standing professional member of the Institute of Food Technologies and IFT's Sensory Evaluation Division.