



## BARB STUCKEY

CHIEF NEW PRODUCT STRATEGY OFFICER,  
MATTSON

Barb has been at Mattson since 1997 and is currently Chief New Product Strategy Officer at North America's most successful independent developer of foods and beverages. Barb leads Mattson Marketing, Trends, and Thought Leadership teams, and sits on the Mattson Executive Leadership Team.

Mattson provides insights, strategy, innovation and product development services to consumer packaged goods companies, foodservice suppliers, ingredients suppliers, chain restaurants, and dietary supplement companies.

Barb is known as a taste, food trend, innovation, consumer insights, food tech and product development expert. Barb also has spoken at many industry conferences and trade shows over her career.

As part of Barb's role in the innovation projects that make up her daily job, she is required to taste food and figure out how to make it better. After more than 2 decades doing this, she's honed her tasting skills and ability to help others make food taste better. She shared this insight with the world when her book *Taste: Surprising Stories & Science About Why Food Tastes Good* was published in 2013 by Simon & Schuster.

Barb was instrumental in helping The San Francisco Cooking School integrate the science of taste into their curriculum by teaching the fundamentals of taste to each incoming class during the school's 10 years in San Francisco.

She has sat on non-profit boards including La Cocina, San Francisco's incubator for low-income women of color, The Plant Based Food Association, and the Robert Mondavi Institute for Wine & Food Science at the University of California, Davis. Barb was also a contributor to *Forbes.com* where she wrote about the food industry.

Barb lives with her hypertaster husband and two artisan cats, and splits her time between San Francisco and Healdsburg, in the heart of Sonoma wine country. She can be bribed with good tomatoes.

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