

Tecnologías sostenibles que cambiarán el mundo

Sustainable technologies that will change the world

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Carl MacInnes is the Director of Sales and Marketing Disruption at Fonterra Co-operative Group Limited. He is responsible for identifying nascent opportunities, emerging technologies and methodologies and for developing these into commercially viable solutions. He also leads Fonterra's Behavioral Hub, its dedicated behavioral sciences unit.

The Behavioural Hub focuses on applying behavioral and brain sciences to address internal challenges, as well as working with external parties, including leading global corporations and consulting firms across a number of domains, such as adherence, consumer insights and marketing.

He also incubates the potentially disruptive new technology's business models and partnerships, to de-risk current activities and create new future revenue streams.

Before joining Fonterra, Carl worked for a range of Fortune 500 companies, developing and commercializing several neuromarketing technologies and consumer products. He is a published author and frequent presenter at international conferences.