



# JACOB GEORGE

R&D Director & Head | Innovation & Product Strategy Leader | Food Industry Specialist

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Location Preference: GCC Countries/ Europe

## Core Competencies

R&D Strategy & Product Innovation

New Product Development (NPD) & Commercialization

Consumer & Market Insight-Driven Innovation

Go-to-Market (GTM) & Brand Launch Strategy

Cross-Functional Leadership & Team Development

Food Safety, Quality Assurance & Compliance

Global Market Expansion & Category Growth

Packaging & Product Innovation

Startup Scaling & Entrepreneurship

P&L Management & Business Strategy

Process Optimization & Cost Efficiency

Strategic Partnerships & Vendor Management

## Education

- Post Graduate Diploma in Business Administration (PGDBA) | Symbiosis, Pune | 2014
- B.Tech.- Food Processing & Engineering | Karunya University, Coimbatore | 2009

## Profile Summary

- Strategic R&D and Innovation Leader; offering nearly 16 years of cross-functional experience in new product development, consumer-centric innovation & technology commercialization across global food & beverage organizations and entrepreneurial ventures.
- As Co-Founder & CEO of McGill Foods, successfully conceptualized, launched, and scaled a food brand, demonstrating end-to-end ownership from product ideation to market entry, while building organizational capabilities and delivering measurable growth.
- Brings proven ability to drive insight-led product innovation, leveraging market trends and consumer behavior to develop differentiated products for domestic and international markets.
- Proficiency in leading quality assurance, regulatory compliance, manufacturing scale-up, and packaging innovation, ensuring consistent product quality, operational efficiency, and regulatory alignment.
- Combines a visionary mindset with entrepreneurial acumen and a strong foundation in business strategy, P&L ownership, and market expansion, seeking strategic leadership opportunities to drive transformative growth and innovation in the global food ecosystem.

## Career Timeline



## Work Experience

### McGill Foods Pvt. Ltd. (Eatopia) | Mumbai

CEO & Director | Since May 2021

#### Key Result Areas:

##### Product Innovation & R&D Leadership

- Pioneered award-winning innovations, including Honey Jam, honored as "Most Innovative Product of the Year 2023" at Gulfood among 5,000+ brands across 150+ countries.
- Developed the world's first savory oat snack with 70% less fat using proprietary slow-roasting technology.
- Engineered clean-label products, including the first honey-based offering for children, using natural ingredients and advanced processing to boost nutrition and shelf life.

##### Brand Building & Marketing Strategy

- Led the viral "No Evil at All" campaign, using consumer insights to elevate brand engagement and trust.
- Positioned the brand across omni-channel platforms including D2C, quick commerce, e-marketplaces, and retail chains, expanding reach and visibility.
- Crafted a purpose-driven brand identity rooted in transparency, health, and quality, earning consumer loyalty and strong market differentiation.

##### Strategic Operations & Supply Chain Leadership

- Directed end-to-end product lifecycle management from formulation to pricing, sourcing, and vendor alliances, ensuring seamless execution and market readiness.

## ⚙️ Soft Skills

Change Catalyst

Attention to Detail

Progressive Leadership

Critical Thinker

- ⌚ **Optimized production and boosted profitability** through **quality control**, regulatory compliance, and cost-saving strategies like third-party manufacturing and strategic procurement.

### *Entrepreneurial Leadership & Organizational Culture*

- ⌚ **Founded and scaled a food brand from the ground up**, leading business strategy, innovation, and end-to-end execution.
- ⌚ **Built and led a 30+ member cross-functional team** while fostering a culture of agility, ownership, and continuous innovation aligned with strategic growth goals.

### *International Expansion & Market Penetration*

- ⌚ **Launched high-impact products in UAE and Malaysia** by navigating regulatory frameworks and adapting offerings to local consumer preferences.
- ⌚ Drove **global expansion** and **revenue growth** through region-specific innovations and strategic partnerships with key stakeholders.

## Marico Ltd. | Mumbai

### Manager – R&D | Oct 2017 – May 2021

- ⌚ Spearheaded the creation and commercialization of **Saffola Masala Oats, Saffola Active Soups, Saffola Fittify range, Saffola Immuniveda Chyawanplus, Saffola Honey, Saffola Oodles**.
- ⌚ Built and mentored a **high-performing R&D team**, embedding a culture of innovation, technical rigor, and agile execution.
- ⌚ Forged strategic alliances with **third-party manufacturers, suppliers, and equipment partners** to ensure seamless product development and commercialization.
- ⌚ Accelerated product and process development by applying **deep food tech** expertise, reducing time-to-market and development costs, **especially for the Saffola Fittify range**.
- ⌚ Demonstrated adaptability and strong problem-solving capabilities in **high-pressure, fast-paced innovation environments**.

## ITC Ltd. | Bangalore

### Manager – R&D | Sep 2013 – Apr 2017

- ⌚ Conceived and executed successful launches of diverse product formats like **noodles, seasonings, snacks** and **regional masalas** for brands like **ITC Yippee, Master Chef, Bingo, and Aashirvaad**.
- ⌚ **Shortened product launch cycles** by streamlining resource planning, cross-functional coordination, and team execution.
- ⌚ **Led technology transfer initiatives** to rapidly commercialize innovative products across multiple markets and formats.

## Synthite Industries Pvt. Ltd. | Cochin, Kerala

### Sr. Specialist – R&D | Nov 2009 – Aug 2013

- ⌚ Applied deep expertise in **flavors, seasonings, and spice blends** to develop impactful **RTE/RTC/RTD products**, aligning innovation with quality-driven operational goals.

## 👤 Personal Details

**Date of Birth:** 3<sup>rd</sup> Jan 1988

**Languages Known:** English, Malayalam, Hindi

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