

Vorstellung



Prof. Dr. Andrea Maier-Nöth

Keynote-Speaker, wissenschaftliche Fachberaterin, Autorin, Mitglied nationaler und internationaler Fachgesellschaften im Bereich Gesundheit, Prävention Ernährung und Nachhaltigkeit

Professorin und Innovationsleiter für nachhaltige Gesundheits- und Ernährungspsychologie, Sensorik- und Konsumentenforschung, Universität Albstadt-Sigmaringen, Deutschland

Gründerin und Unternehmensberaterin der Eat-Health-Pleasure GmbH, Schweiz

Doktor der Gesundheitspsychologie und Ernährungswissenschaft

Alpstrasse 30
8280 Kreuzlingen
Telefon: +49 (0) 175 7008975
andrea.maier@eat-health-pleasure.com

Anlagen: CV, Bios, Bewerbungsschreiben, Diplome, Zeugnisse und Zertifikate

Curriculum Vitae

Andrea Maier-Nöth, PhD, MSc

Address: Brunnenstrasse 19
78355 Hohenfels
Germany

Telephone: +49 175 700 8975

Email: andrea.maier@eat-health-pleasure.com

LinkedIn: www.linkedin.com/in/prof-dr-andrea-maier-nöth-91b0534

Date of Birth: July 21st, 1974 Ellwangen, Germany

Nationality: German

Marital Status: Married
One son, Paul Nöth



Qualifications

Strong leadership qualities, entrepreneurial, taking initiative and self-motivator, excellent communication skills, strengths in organization, cross-functional leadership; creative, innovative and problem solve thinking, strong interpersonal and motivational skills, strong work ethic.

Summary of Expertise

Senior expert in Health and Nutritional Science, Consumer & Sensory Research

- Profound speaker and network leader to different audiences (scientific, public, governmental institutions) in nutrition, health, sustainability, and innovation (English, German, French)
- Expert in conducting internationally renowned research programs in different current fields of scientifically based science in nutrition, healthy psychology, and sensory and consumer research to measure sustainable nutrition behaviour and long-term impact
- Appointed member of the editorial board of international journals and scientific networks related to nutrition, sensory and consumer research
- Excellent coaching, teaching, and motivational skills when working with individual students and encouraging them to work to their potential.
- Drive and establish an innovation process that incorporate early nutrition, health and wellness aspects within ideation, conceptualization, and product development
- Develop and drive strategies on healthy eating for children with scientific publications, books and sustained communication to key opinion leaders
- Understand unmet consumer needs by leading different multi-market projects that focus on emotional research and nutrition psychology and translate into successful product launches

Experienced in driving cross-functional leadership

- Successful in building high effective teams
- Drive cross functional innovation behaviours and leading change at the front end of innovation
- Develop a consumer centric innovation strategy with a strong focus on nutrition, health and wellness
- Apply LEAN principle across early stages of product development

Research & Leadership Experience

Since 01/2019

Professor (50%) at the University of Albstadt-Sigmaringen, Germany

Expertise: Health and Nutritional Sciences, Sensory and Consumer Research

- Research & teaching professor in health and nutritional psychology, and sensory and consumer research of foods and non-food products, sensory perception, physiology, and genetics, eating and drinking behaviour, consumer science, consumer-driven innovation
- Develop innovative and sustainable research methods in nutrition, sensory and consumer sciences along the whole product life cycle (trend research, early prototyping, validated product & packaging design, storage testing)

Since 05/2020	Head of Research Center for Consumer, Food and Appliances (50%) at the Innovations Campus Sigmaringen, Germany <i>Expertise: Health and Nutritional Research, Sustainable Product Development</i> – Lead the strategy development and application of the Research Center for Consumer, Food and Appliances at the Innovations Campus, that focus on testing and driving winning innovation areas and product ideas to launch – Drive research programs and public funded projects related to Consumer-centric innovation for health and nutrition by focusing on trend research and consumer needs and preferences. – Develop and lead sustainable products, processes and technologies that are not only tasty and nutritious, but also meet consumer expectations in terms of health, sustainability, convenience, and personalization.
Since 04/2016	Director of Eat-Health-Pleasure GmbH in Kreuzlingen, Switzerland <i>Expertise: Health and Nutritional Sciences, Psychology of Food Choice</i> – Develop strategies and nutritional concepts to promote healthy eating habits and food pleasure from pregnancy up to adulthood – Support companies to drive healthy eating, food pleasure & sensory perception in child nutrition. – Guide research projects in the context of child nutrition, development, and paediatric feeding – Research professor at the university OST – Ostschweizer Fachhochschule, Switzerland – Scientific publications and reports in professional journals – Execute research supporting projects and conference themes to support communications, health claims and patents – Nurture a strong network with HCPs (health care professionals), governmental organizations and KOLs (key opinion leaders)
04/2011-03/2016	Head of Consumer LINK Department, Product Technology Center in Singen, Germany <i>Expertise: Consumer, Sensory & Nutrition Research</i> – Lead and develop cross-functional teams – Drive and establish a consumer centric innovation process – Link consumer needs, sensory expertise and nutritional knowhow to drive both health and pleasure in food products, ensuring consumer preference – Maintain strong consumer input to all key and platform projects by driving qualitative and quantitative research methods
01/2010-04/2011	Product Area Coordinator (PAC) for Performance and Nutrition (Nestlé Nutrition), Lausanne, Switzerland <i>Coordination, Communication, Stakeholder and Portfolio Management</i> – Nurture relationship between the Nestlé Research Centre and relevant Nestlé stakeholders – Review and follow-up project progress. Mentor project managers in appropriate project management best practices – Shape research project portfolio accordingly to business priorities – Develop and strengthen scientific ideas and concepts across business categories to inspire new business opportunities
01/2007-01/2010	Senior Research Scientist: Consumer Sciences, Nestlé Research Centre, Lausanne, Switzerland – Elaborate and manage research projects in the context of child development/paediatric feeding in close collaboration with key stakeholders – Execute research to support communications, health claims and patents – Project management in interdisciplinary and international teams – Execute research on how sensory perception and preferences develop in infants and their link to physical and cognitive development – Perform research in the context of healthy eating habits in young children; identifying developmental stages, eating difficulties, factors of obesity

- Scientific publications and reports in professional journals and/or conferences; report results to project teams and senior management
- Develop a strong network with stakeholders, health care professionals, governmental organizations and key opinion leaders
- Develop and validating tools and methods to measure food preferences
- Translate research findings into consumer communications, non-scientific journals, press releases and product designs

Education

08/2004 – 5/2007	PhD in Food Science and Nutrition, Université de Bourgogne, Dijon, France in Collaboration with INRA-UMR Centre des Sciences Du Goût et de L'alimentation, Dijon, France and the Nestlé Research Centre, Lausanne, Switzerland (evaluated 'summa cum laude' with honours) Speciality: Sensory Evaluation, Consumer Research and Psychology
10/2001 – 12/2003	MSc in Food Science, University of Minnesota, St. Paul, MN, USA Speciality: Sensory Evaluation and Nutrition
08/1999 – 09/2000	Diploma Degree in Food Science and Nutrition, University of Otago, Dunedin, New Zealand Speciality: Sensory Evaluation and Consumer Research
08/1995 – 06/1999	B.S. in Food Science and Nutrition, University of Fulda, Germany Speciality: Management and Marketing, Sensory Evaluation

Professional Training

2012	Leadership Programme, London Business School, London, England
2009 – 2010	R&D Micro MBA course, Lausanne, Switzerland
2008 – 2009	Adult and Baby FACS (Behavioural Coding System) certificate, Beckley, USA
2007	Nutrition Leadership Programme, Luxembourg
1997 – 1999	Teaching Certificate: Aptitude Test, University of Fulda, Germany
1991 – 1993	Degree as state-certified chemical-technical assistant, Ellwangen, Germany

Awards, Grants and Fellowships

2023	Global Health & Pharma, UK – International Life Sciences Awards 2023
2021 – 2022	Moskowitz Jacobs Inc/USA - CRM Metrix, Paris – Best Methodological Paper, ESOMAR Congress
2020	6th World Congress Nursing and Advanced Healthcare, Zurich, Switzerland – Awards of recognition for best infant research
2001 – 2004	University of Minnesota/USA – Ludden Funds Travel Award – Certificate of Merit - Institute of Food Technologists (Recognition of Outstanding Scholastic Ability) – Minnesota Section Institute of Food Technologists National Travel Award – Triticus Graduate Assistance Fund Award (Recognition of Leadership and significant contributions to cereal science) – Nomination to Gamma Sigma Delta - The Honor Society of Agriculture — International Student and Scholar Services Award (ISSS) Award
1995 – 2001	University of Fulda/Germany – Several fellowships (Erasmus, Carl Duisburg Gesellschaft, Marie-Curie) for external research experience

Related academic experience

2019 – 2024	Research & Teaching Professor, University of Applied Sciences, Albstadt-Sigmaringen, Germany
2015 – 2019	Research & Teaching Professor, University of Applied Sciences, Bern, Switzerland
2004 – 2007	Research & Teaching Assistant, Université de Bourgogne, Dijon, France
2001 – 2003	Research & Teaching Assistant, University of Minnesota, St. Paul, USA
1999 – 2000	Research & Teaching Assistant, University of Otago, Dunedin, New Zealand
1998	Research & Teaching Assistant, Dairy Research Centre in Cork, Ireland
1997 – 1999	Teaching Assistant, University of Fulda, Germany

Related work experience

2016 – 2022	Managing Director Eat-Health-Pleasure GmbH – Management and execution
2004 – 2009	Management: Restaurant Paulaner Journal, Ellwangen, Germany – Management and strategy development
2001 – 2010	Collaboration with Moskowitz Jacobs Inc, New York, USA – Develop key marketing tools and technologies of 'weak signals' research – Identify new product ideas through Internet-based ideation and concept optimization
2004 – 2009	Collaboration with Understanding & Insight Group, New Jersey, USA – Usage of IdeaMap.Net™ to create linked mega studies – Collaborate on mega studies (Crave It! Drink It! ,Give It! , Healthy You) that provide a coherent and integrated database of the consumer mind and can be accessed by marketers and product developer
1990 – 1999	Management Assistant: Motorway service area restaurant “Ellwanger Berge”, Ellwangen, Germany – Meal preparation, wait dressing and liaising with management – Organization and management of staff members – Development and implementation of HACCP and a Quality Management System – Development of for employee training and motivation
1998	Internship at Teagasc: Dairy Product Research Centre, Moorepark Technology Cork, Ireland – Preparation of HACCP manuals for cheese making and pilot plants – Project on hydrolysis of vegetable proteins
1996 – 1997	Internship at Unilever: Euro R&D Center, Heilbronn, Germany – Internship in the sensory & consumer research centre at R&D – Sensory course in Heilbronn taught by Prof Michael O'Mahony, University of California, USA

Additional Skills

Scientific Skills	– Profound knowledge and expertise in connecting field in social sciences (Clinical Psychology, Sociology, Anthropology) – Chemistry, Nutrition, Food Science and Technology – Facial Expression Coding System (FACS) and body language analyses – Univariate and Multivariate statistics
Leadership	– Leveraging 20 years of international and multifunctional experiences in different companies in different countries to drive R&D and sustainable innovations – Lead and execute Leadership training to manage effective cross-functional teams, be an effective leader – Leading and mentoring students in different countries: Supervision and development of bachelor, MSc and PhD students – Motivate and encourage teams – Entrepreneurial, taking initiative, self-motivator & problem solver – Empowerment, honesty and authenticity – Commercial and financial knowledge from different companies and countries
Communication	– Profound speaker and network leader to different audiences (scientific, public, governmental institutions) in nutrition, health, sustainability, and innovation (English, German, French) – Profound scientific communication and publications to KOLs, HCPs and governmental to act as change agent – Daily effective communications to internal and external stakeholders in the role of managing director supporting sustainable innovation and renovation projects
Teaching	– Excellent coaching, teaching, and motivational skills when working with individual students and encouraging them to work to their potential. – Train and develop students and research scientists in different countries

Language	– German: Mother language – English: Native fluency writing and speaking – French: Fluent writing and speaking – Italian: Basic knowledge – Spanish: Basic knowledge
Computer Skills	– General Windows, MS Office – Library Management: Reference Manager, EndNote, Citavi – Image and Video Editing: Adobe Photoshop, InDesign, Illustrator – Final Cut, Behavioural Analysis and Coding (Eye tracking, Facial Recognition) – Statistics & Mining Consumer Data: Conjoint Analysis, Compusense, FIZZ, SAS, SPSS, Stata, Stat View, Macanovo, ARC) – Digitals and Marketing Managements: SEO, SEA, CRM, Analytics – Artificial Intelligence & ChatGPT – E-Learning and Teaching Platforms: Moodle, MSTEams, Zoom, MS Sharepoints – Survey Software: Compusense, Unipark, SurveyMonkey – Educational Technology: Blended Learning, Admin for health and nutrition department

List of extracurricular activities

Naturbad Hohenfels	– Board of Directors: build natural surroundings of natural water resort, drive swimming courses for children and other summer activities
Childcare facilities	– Chair of the Parents' Council in schools over 10 years – Drive and lead nutritional education programmes in child-care centres and schools
Development work	– Develop and strengthen school projects and education for young Senegalaise
Sport clubs	– Board of Directors: lead different sport groups (Running, Aerobic, Children sport clubs) to promote healthy development and physical activity, lead the Nestlé Berlin Marathon and Nestlé NRC Defi Team 2012
Fundraising	– Engaged in Food Science & Nutrition clubs and organizations – Charity for Senegal school project (Cooking and baking classes and sales) – City of St. Paul's Festival of Nations, USA
Supporting senior and homeless citizens	– Plan and execute cooking courses – Lead voluntary food preparations for homeless peoples, St. Paul, USA – Prepare meals at St. Matthew's Episcopal Church, USA
Music clubs	– Leaderships in music clubs and teaching saxophone
Multicultural integration	– Organization of international student meetings – Information and integration sessions

National and international research fundings and projects

Project PersEKI	– Personalized Nutrition and Artificial Intelligence – Deutsche Forschungsgemeinschaft (DFG), Bonn
Project DiAcker	– Digitaler Ernährungsacker - Programm zur Innovationsförderung des BMEL, Bonn
Project mehrWERT	– Ölpressekuchen als wertvoller Teil der Lebensmittelwertschöpfungskette, Deutsche Bundesstiftung Umwelt, Osnabrück
Project SAVE	– Stabilization procedures for the optimal exploitation of valorization potentials of biogenic side streams of the regional food industry, Research Program PAN-HAW-BW, Stuttgart
Project Nebenströme	– Plant proteins and their side streams: Development of innovative product concepts with sustainable, regional solution approaches, Ministerium für Ernährung, Ländlichen Raum und Verbraucherschutz Baden-Württemberg (MLR), Berlin
Project Start Low	– Research project in collaboration with DGE to reduce salt, sugar and optimize fat in daycare meals via sensory cues and nudging measures that help Innovation Promotion Program, Bundesministerium für Ernährung und Landwirtschaft, Bonn
Project RegIdent	– Understand regional food choice behaviour (before and after Corona) and drive regional product communication, Internationale Bodensee-Hochschule (IBH), Kreuzlingen, Schweiz
Project EARLY Learning	– Early learning of healthy eating and food pleasure in infants in childcare settings/schools, Dijon, France
Project HabEat	– European research program to determine factors and critical periods in food habit formation: a multidisciplinary approach and cross-cultural studies - European Community's Seventh Framework Programme (FP7/ 2007-2013) under the grant agreement n.FP7-245012-HabEat, France
Project OPALINE	– Longitudinal study to understand the origin of food preferences in French children (French cohort study - Observatory of Food Preferences in Infants and Children), France
Project ECHO	– Lead the strategic and operational advancement of the Nestlé infant and children sensory and consumer testing centre in Europe

Supervised thesis and dissertations

Thesis topics: 26 Bachelor Thesis and 10 Master Thesis, 2 Doctoral Thesis

Nutrition & Health	– Tool for prevention and treatment of nutritional deficiencies – How to measure personalized nutrition via KI – Nudging in day-care catering and measuring nutritional competence in families – Training tools development to train the sense of smell and taste after corona disease – Acceptance of nutritionally optimised meals for children in day-care centres, considering sensory, social and nutritional aspects – Vegetable consumption by children
Health & Sustainability	– What is biodiversity and ecosystem health? – Planetary Health Diet for children and adults - opportunities and challenges – Determination and analysis of new, nutrition-relevant lifestyles (e.g. vegan) and their impact on product development – Hemp: regional superfood and valuable source of protein – Microalgae are a renewable and sustainable source of bioactive compounds – Sustainability assessment of different plant-based foods – Lupin proteins: Structure, isolation and application – Sustainable proteins and their by-products – Consumer perception of bio-based packaging
Sensory & Consumer Sciences	– Modelling the acceptance and sensory drivers of beer via KI – Qualitative and quantitative consumer analysis on the identification of new requirements segments in the areas of nutrition, health, and lifestyle
Health Psychology	– Mindful eating behaviour and gut health – Eating disorders and social media among adolescents
Quality Assurance	– Improving the storage of vegetables with AI

Scientific Publications and Book Chapters

- Maier-Nöth. A.S. (2024). Sensorik und Konsumentenforschung in der Produktentwicklung in der Lebensmittelbranche, Studienheft, Wilhelm Büchner Hochschule, Mobile University of Technology, Germany.
- Fromm, J.-A., Winkler, G., Warschburger, P., Klingshirn, A., Maier-Nöth. A.S. (2023). Nudging in daycare catering. An overview of interventions to promote healthy eating. *Ernährungs Umschau*, 70, 94–101.
- Maier-Nöth. A.S. (2023). The Development of Healthy Eating and Food Pleasure in Infancy, Retracing Yesterday, Redefining Tomorrow. 97th Nestlé Nutrition Institute Workshop, June 2022. Nestlé Nutrition Institut Workshop Ser. Basel, Karger, 97, 62–71 (DOI: 10.1159/000529008).
- Maier-Nöth. A.S. (2022). Ernährung: Frühe Prägung von -Geschmackspräferenzen, Fachzeitschrift *Obstetrica des Schweizerischen Hebammenverbandes*, Ausgabe 12/2022, S. 16-19.
- Maier-Nöth. A.S. (2022). Early Development of Food Preferences in Origins and modification of food preferences in infants”, Book Chapter in: *World Rev. Nutr. Diet.*, 126, Karger Book.
- Maier-Nöth A.S. (2022) Kräuter entdecken mit allen Sinnen. *Kleinstkinder in Kita und Tagespflege*, 4, S. 16–17.
- Knörle-Schiegg A., Maier-Nöth A.S. (2022). Immer der Nase nach. Der Geruchssinn, ein wichtiges Sinnesorgan zur Entwicklung von genussvollem und gesundem Essverhalten bei Kleinkindern. *ASU Zeitschrift für medizinische Prävention* Ausgabe 57, 07, 417– 418.
- Otto, S., Strenger, M., Maier-Nöth, A. Schmid, M. (2021). Food Packaging and Sustainability – Consumer Perception vs. Correlated Scientific Facts: A Review. *Journal of Cleaner Production*, 298, 2-14.
- Maier-Nöth, A.S. (2022). Kräuter entdecken mit allen Sinnen: Wie Fachkräfte den Jüngsten mit Sinnesschulungen und -experimenten Lust auf Rosmarin, Thymian & Co. machen können und dadurch ein gesundes Essverhalten fördern. Verlag Herder GmbH, 4, 16-17.
- Maier-Nöth, A.S. (2021): „Mut zur Vielfalt“. Wie Kleinstkinder auf den Geschmack kommen. *Kleinstkinder-Themenheft „Ernährungsbildung“*, Ausgabe 2/2021, S. 26-31, Herder Verlag.
- Maier-Nöth, A.S. (2021): „Das Wie ist entscheidend“. Essen ist weit mehr, als nur Hunger zu stillen. Es ist ein Raum der Begegnung. Was bei der Esskultur in Kitas beachtet werden muss. *Meine Kita – Das didacta Magazin für die frühe Bildung*, Ausgabe 1/2021, S. 30-32, www.meine-kita.de.
- Maier-Nöth, A. & Christ, O. (2021): Regionale Lebensmittel zielgenau im Handel platzieren, *Gemüse - Das Magazin für den professionellen Gemüsebau* (2021), 50, 52–54.
- Maier-Nöth, A. & Christ, O. (2022). Regional ist das neue BIO: Regionale Lebensmittel zielgenau im Lebensmitteleinzelhandel platzieren, *Obstbau, das Fachmagazin*, 2, 4-5.
- Maier-Nöth, A.S. (2021): Ein Löffelchen Vielfalt: *ZeT* 4/21, "Ernährung", Verlag Klett Kita, Stuttgart, S. 6/7.
- Maier-Nöth, A.S. (2020). Kinder werden als Gourmets geboren: Vielfalt zahlt sich aus. Bundeszentrum für Ernährung. <https://www.bzfe.de/>
- Maier-Nöth, A.S. (2020). Kinder werden als Gourmets geboren. *Wissen.de*. <https://www.wissen.de/kinder-werden-als-gourmets-geboren>
- Maier-Nöth, A. (2019).: Early Development of Food Preferences and Healthy Eating Habits in Infants and Young Children. In: C. J. Henry et al. (Hrsg.): *Nurturing a healthy generation of children: research gaps and opportunities*. Nestlé Nutrition Institute Workshop, 91. Basel, Freiburg: Karger 2019, S. 11–20.
- Maier-Nöth, A., Wink, M., Klaholz, Th. (2019). *Food Upgrade: Smarte Ernährung mit Vitalstoffen–Ungekürzte Ausgabe*, Scripta Manent.
- Maier-Nöth, A., Schaal, B., Leathwood, P., Issanchou, S. (2016) The Lasting Influences of Early Food-Related Variety Experience: A Longitudinal Study of Vegetable Acceptance from 5 Months to 6 Years in Two Populations. *PLoS ONE* 11(3): e0151356. doi:10.1371/journal.pone.0151356.
- Maier, A.S. (2014). Geboren als Gourmet. *Leben und Erziehen*, 9, 40-42.

Maier, A.S. (2014). Small children don't have to hate veggies. Alimentarium Booklet.
<http://www.alimentarium.ch/en/content/small-children-dont-have-hate-veggies>.

Kruseman, M., Bucher Della Torre, S., Eyer, C., Maier, A.S. (2013). Alimentation en crèche: des menus équilibrés ne présagent pas d'apports nutritionnels adéquats. Cahiers de Nutrition et diététique, 48, 240-247.

Maier, A.S., Leathwood, P.D., Pineau, N., Issanchou, S. (2011). Influence of early weaning practices on acceptance of vegetables in 15- and 36-month-old children. Alimentarium Booklet.

Maier, A.S., Leathwood, P.D., Schaal, B., Issanchou, S. (2010). Sensorialité et Diversification Alimentaire. Journal Médecine et Enfance, 30, 71-78.

Gabay, G., Flores, L., Moskowitz, Maier, A.S. (2010). Creating technology-based merchandising ideas for hair coloring through weak signals, concept optimization and mind-set segmentation. Journal of Consumer Marketing, 27, 211-223.

Maier, A.S., Moskowitz, H., Beckley, J., Ashman, H. (2009). Using Mind-Set Information About Health, Pleasure and Function to Understand Consumer Choices in Bottled Water. The Open Food Science Journal, 3, 42-61.

Maier, A.S. (2009). Influences sur l'acceptation des aliments dans la petite enfance. Alimentarium Booklet.

Moskowitz, H., Reisner, M., Maier, A.S. (2009). Creating food concepts to guide product development and marketing. *In: An integrated approach to New Food Product Development*, by Moskowitz, Saguy & Straus (Editor), CRC Press, New York, USA.

Maier, A.S. (2008). L'allaitement et le mode de diversification alimentaire influence l'acceptation de la saveur. L'éveil du goût et son impact sur les conduites alimentaires, 16ème congrès national de l'AFPA. Le Pédiatre, XLIV: 227, 31-32.

Maier, A.S., Blossfeld, I., Leathwood, P.D. (2008). L'expérience précoce de la variété sensorielle et ses conséquences sur l'alimentation future. Enfance, 3, 231-240.

Maier, A.S., Chabanet C, Schaal B, Leathwood PD, Issanchou SN (2008). Breastfeeding and experience with variety early in weaning increase infants' acceptance of new foods for up to two months. Clinical Nutrition, 27, 849-857.

Maier, A.S., Chabanet, C., Schaal, B., Issanchou, S., Leathwood, P. (2007). Effects of repeated exposure on acceptance of initially disliked vegetables in 7-month old infants. Food Quality and Preference, 18, 1023-1032.

Maier, A.S., Chabanet, C., Schaal, B., Leathwood, P., Issanchou, S. (2007). Food-related sensory experience from birth through weaning: Contrasted patterns in 2 nearby European regions. Appetite, 49, 429-440.

Maier, A.S., Vickers, Z., & Inman, J.J. (2007). Sensory-specific satiety, its crossovers, and subsequent choice of potato chip flavors. Appetite, 49, 419-428.

Leathwood, P. & Maier, A.S (2005). Early influences on taste preferences. Feeding during Late Infancy and Early Childhood: Impact on Health. Nestlé Nutrition Workshop Series Paediatric Program. 56, pp. 127-141.

Bagnato, L., Sorci, M., Antonini, G., Baruffa, G., Maier, A.S., Leathwood, P., Thiran, J.-Ph. (2007). Robust infants face tracking using active appearance models: A mixed state condensation approach. Paper from the International Conference on Image Processing (ICIP), 2007.

Maier, A.S., Flores, L. (2005). Creating a Cyberspace Innovation Machine. *In: Concept research in food product design and development*. Moskowitz, Porretta & Silcher (Editor), Blackwell Publishing, Iowa, USA.

Maier, A.S., Flores, L., Moskowitz, H.R. (2005). Hearing the voice of the consumer and designing product and position concepts for a healthful salad dressing. Journal of Food Products Marketing.

Beckley, H., Hollis, H., Maier, A.S., Moskowitz, H.R. (2004) What Features Drive Rated Burger Craveability - At The Concept Level? Journal of Sensory Studies, 19; 27-47.

Moskowitz, H.R., Maier, A.S., Beckley, J., Flores, L. (2004). Hispanic and non-Hispanic responses to concepts for four foods. Journal of Sensory Studies, 19, 459-485.

Maier, A.S., Flores, L., & Moskowitz, H.R. (2004). Accelerating product development by understanding weak signals and strong communications: The case of bottled water. *Journal of Food Products Marketing* (Haworth Press).

Maier, A.S. (2003). Sensory-Specific Satiety and switching pattern among flavors of potato chips, MSc Thesis, University of Minnesota, St Paul, USA.

Maier, A.S., Flores, L., Moskowitz, H.R. (2003). Accelerating development by understanding weak signals and strong communications: The case of a wholesome bread that delights consumers. *Food Quality and Preference*, 14, 327-339.