

2023 NBJ Summit Agenda – 26th Annual NBJ Summit Hybrid Event
Rancho Palos Verdes, CA – Terranea Resort



2023 Theme

Uncharted Waters: The Importance of Agility in an Age of Uncertainty

Tuesday July 25 – Thursday July 27, 2023

Premier Title Sponsor: William Hood & Company

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2023 NBJ Summit Co-Chairs: **Thomas Aarts**, Co-Founder & Principal, *Nutrition Capital Network*, Co-Founder, *NBJ*
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Claire Morton, Senior Manager of Data & Insights, *Nutrition Business Journal*
Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

Content Themes:

- **The State of the U.S. and Global Nutrition Industry:** Valuable data and insights for our industry leaders are highlighted in our popular State-of-the-Industry programming. We'll have expanded sessions on market data, consumer research, M&A activity, and regulatory updates to inform your leadership and business. We will dive into blue ocean opportunities for the years ahead such as brain health, CBD, mushrooms and more.
- **Supply to Shelf:** Many vexing supply chain challenges that surfaced during the pandemic are being solved, while others emerge. As lockdowns persisted, DTC seemed like a smart way to go—and brands that already had a working strategy made out handsomely. Yet DTC now needs retail again as consumers settle back into the in-store experience. Brands are ready to move a huge surplus of products. It's now time to embrace artificial intelligence—learn how to use A.I. as a tool for managing supply chains and driving demand.
- **Growing Business in a State of Volatility:** 2023 is already shaping up to be a time of uncertainty. Inflation continues to wreak havoc over all parts of business operations, and increased interest rates have caused additional problems, including investment uncertainty and whether—and how deeply—we'll experience a recession. The Ukraine war is creating supply shortages and price hikes in certain important sectors. China is, of course, paying attention to how the collective West is contending with Russia. This makes diversifying supply chains more important than ever, with no time to lose. There's a lot of stress, a bit of paralysis, and the question remains whether brands can still innovate when they're taking on water.
- **Future Accelerants:** Innovation is a hallmark of the supplements industry, whether by nutrition science, new ingredient discovery, marketing imagination or the direction of the zeitgeist. One consumer shift is from contending with old-age deterioration to extending health span and longevity. Psychedelic drugs such as psilocybin are being legalized and normalized, especially in micro dosing to address a range of health concerns and optimize mental wellness. AI also stands to improve business, marketing, and supply-chain operations in hitherto unimaginable ways. Yes, 2023 has challenges around volatility, but opportunities are also becoming apparent.
- **Keynote presentations:** Our outstanding keynote presenters will speak on agility in a time of volatility, connecting with consumers, being an industry leader and being a force for good.

Tuesday, July 25, 2023

7:00 AM – 8:30 AM	Networking and Leather Branding <i>Sponsored by: Bio-Cat Vitaquest</i> <i>Location: The Links at Terranea</i>
8:30 AM – 11:00 AM	Golf (9 hole, 2.5 hrs.) <i>Sponsored by: Bio-Cat Vitaquest</i> <i>Location: The Links at Terranea</i>
11:30 PM – 12:30 PM	Fresh Connections Lunch <i>Sponsored by: BIONAP</i> <i>Location: Palos Verdes Terrace</i>
12:45 PM – 1:35 PM	Opening Remarks NBJ Summit Co-Chairs: Carlotta Mast , Senior Vice President & Market Leader, <i>New Hope Network & Informa Markets</i> Thomas Aarts , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i> <i>Location: Palos Verdes 4 & 5</i>
1:35 PM – 2:05 PM	Tuesday Keynote Keynote Speaker: Urvashi Bhatnagar , Vice President, Genpact, Co-Author of <i>Sustainability Scorecard</i>
2:05 PM – 2:25 PM	ESGN Fireside Chat Fireside Chat Moderator & Co-Chair: Carlotta Mast , Senior Vice President & Market Leader, <i>New Hope Network & Informa Market</i> Keynote Speaker: Urvashi Bhatnagar , Vice President, Genpact, Co-Author of <i>Sustainability Scorecard</i> Fireside Chat Speaker: Howard Schiffer , Founder & President, <i>Vitamin Angels</i>
2:25 PM – 2:55 PM	Refreshment Break <i>Sponsored by: Force Factor</i> <i>Location: Palos Verdes</i> <i>Prefunction</i>
2:55 PM – 3:40 PM	State of the Industry: NBJ Data & Trends Overview NBJ Summit Co-Chair: Claire Morton , Senior Manager of Data & Insights, <i>Nutrition Business Journal</i> <i>Location: Palos Verdes 4 & 5</i>
3:40 PM – 4:15 PM	State of the Industry: Leadership Reflections NBJ Summit Co-Chair: Thomas Aarts , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i> Speakers: Claire Morton , Senior Manager of Data & Insights, <i>Nutrition Business Journal</i> Tracey Warner Halama , CEO, <i>Vital Proteins</i> Nina Barton , CEO, <i>Vytago Wellness</i> Jen Coccaro , Vice President of Merchandising – Health, Wellness and Beauty, <i>Whole Foods Market</i>
4:15 PM – 4:30 PM	Innovation Spotlight <i>Sponsored by: ADM</i> Speaker: Steffanie Strathdee, Ph.D. , Associate Dean of Global Health Sciences and Harold Simon Distinguished Professor, <i>UCSD Department of Medicine</i>
4:30 PM – 4:55 PM	Microbiome Research and Strengthening Nutritive Supports <i>Sponsored by: Comet Bio</i> Speaker: Rob Knight, Ph.D. Founding Director of <i>The Center for Microbiome Innovation</i> , and Wolfe Family Endowed Chair in Microbiome Research

4:55 PM – 5:00 PM	Closing Remarks and Housekeeping Announcements Co-Chair: Claire Morton , Senior Manager of Data & Insights, <i>Nutrition Business Journal</i>
8:00 AM – 5:00 PM	One-on-One Business Networking Meetings <i>Sponsored by: Kerry, Inc.</i> <i>Location: Palos Verdes 1 & 2</i>
5:00 PM – 7:00 PM	NBJ Welcome Reception <i>Sponsored by: Vidya Herbs, Inc.</i> <i>Wine Sponsored by: Radicle Science</i> <i>Mocktails Sponsored by: FutureCeuticals</i> <i>Photobooth Sponsored by: Nutriventia</i> <i>Location: Point Lawn & Terrace</i>
7:00 PM – 9:00 PM	NBJ Welcome Dinner & Golf Awards <i>Sponsored by: Balchem</i> <i>Location: Catalina Lawn & Terrace</i>
9:00 PM – 11:00 PM	PQAA <i>Sponsored by: Maypro</i> <i>Location: Catalina Room & Terrace</i>

Wednesday, July 26, 2023

7:10 AM – 8:10 AM	Breakfast <i>Sponsored by: Sabinsa</i> <i>Location: Palos Verdes Terrace</i>
8:10 AM – 8:20 AM	Opening Remarks NBJ Summit Co-Chair: Rick Polito , Editor-in-Chief, <i>Nutrition Business Journal</i> <i>Location: Palos Verdes 4 & 5</i>
8:20 AM – 9:20 AM	Get Big Things Done: The Power of Connectional Intelligence Erica Dhawan , Award Winning Keynote Speaker and Author on Collaboration, <i>Cotential</i> <i>Sponsored by: KEMIN</i> <i>Location: Palos Verdes 4 & 5</i>
9:20 AM – 9:40 AM	State of the Industry: M&A and Financial Markets Overview Speaker: William Hood , Managing Director & Founding Partner, <i>William Hood & Company</i>
9:40 AM – 10:10 AM	Refreshment Break <i>Sponsored by: Naturmega</i> <i>Location: Palos Verdes Prefunction</i>
10:10 AM – 10:50 AM	State of the Industry: Investments & Fundraising Moderator: William Hood , Managing Director & Founding Partner, <i>William Hood & Company</i> Speakers: Jordan Gaspar , Founder & Managing Partner, <i>AF Ventures</i> Amin Maredia , Former CEO of Sprouts, Co-Founder, <i>Meaningful Partners</i> Dean Kelly , CEO, <i>Gainful</i>
10:50 AM – 11:30 AM	Leadership Reflections: Functional Mushrooms and Mood Support Moderator: Thomas Aarts , Co-Founder, <i>Nutrition Business Journal</i> Speakers: Najla Guthrie , President & CEO, <i>KGK Science</i> Sandra Carter, Ph.D. , Founder, <i>Om Mushroom Superfood</i> Cory Rosenberg , Founder, President & CEO, <i>First Person Group</i>
11:30 AM – 11:35 AM	Closing Remarks and Announcements NBJ Summit Co-Chair: Rick Polito , Editor-in-Chief, <i>Nutrition Business Journal</i>

11:35 AM – 12:45 PM	<p>Lunch <i>Sponsored by: Cepharm</i> <i>Location: Palos Verdes Terrace</i></p>
12:00 PM – 12:45 PM	<p>Lunch & Learn: Science and Industry Responsibility in Microdosing and Psychedelics <i>Sponsored by: Cepharm</i> Moderator: Rick Polito, Editor-in-Chief, <i>Nutrition Business Journal</i> Speakers: Nick Bitz, N.D., SVP Product Development, <i>Neurohacker Collective</i> Joseph Claussen, Co-Founder and Director of Ingredients, <i>First Person Group</i> Najla Guthrie, President & CEO, <i>KGK Science</i> Loree Sutton, M.D., Retired Brigadier General and Psychiatrist, and Strategic Advisor at <i>Network Contagion Research Institute</i></p>
12:45 PM – 4:00 PM	<p>Activities <i>Terranea Pool Party Sponsored by: Pharmavite Location: Cielo Point Pool</i> <i>Porsche Driving Experience Sponsored by: GELITA Location: Porsche Driving Center Los Angeles</i></p>
9:00 AM – 5:30 PM	<p>One-on-One Business Networking Meetings <i>Sponsored by: Kerry, Inc.</i> <i>Location: Palos Verdes 1 & 2</i></p>
6:30 PM – 7:30 PM	<p>NBJ Awards Reception <i>Sponsored by: HBTA</i> <i>Wine Sponsored by: Radicle Science</i> <i>Mocktails Sponsored by: FutureCeuticals</i> <i>Photobooth Sponsored by: Nutriventia</i> <i>Location: Point Lawn & Terrace</i></p>
7:30 PM – 10:00 PM	<p>NBJ Awards Dinner <i>Sponsored by: RFI Ingredients</i> <i>Location: Catalina Lawn & Terrace</i></p>

Thursday, July 27, 2023

7:30 AM – 8:30 AM	<p>Breakfast <i>Sponsored by: AIDP</i> <i>Location: Palos Verdes Terrace</i></p>
8:30 AM – 8:45 AM	<p>Opening Remarks and Awards Videos NBJ Summit Co-Chair: Bill Giebler, Content & Insights Director, <i>Nutrition Business Journal</i> <i>Location: Palos Verdes 4 & 5</i></p>
8:45 AM – 9:30 AM	<p>State of the Industry: Regulatory Update Moderator: Josh Long, Associate Director, Editorial, <i>Natural Products Insider</i> Speakers: Christine Burdick-Bell, VP & General Counsel, <i>Pharmavite, LLC</i> Kevin Bell, Co-Chair of the Intellectual Property Practice, <i>Arnall Golden Gregory</i> Douglas Stearn, Deputy Director, <i>Center for Food Safety and Applied Nutrition</i> Linda Nielander, Executive Vice President, <i>Quicksilver Scientific</i></p>
9:30 AM – 9:45 AM	<p>Innovation Spotlight Speaker: Nora Khaldi, Ph.D., Founder & CEO, <i>Nuritas</i></p>
9:45 AM – 10:30 AM	<p>Thursday Keynote Keynote Speaker: Merlin Sheldrake, Ph.D., Author, <i>Entangled Life</i> <i>Sponsored by: Gnosis</i></p>

- 10:30 AM – 10:45 AM **Fireside Chat with Dr. Merlin Sheldrake**
Sponsored by: Gnosis
NBJ Summit Co-Chair: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Merlin Sheldrake, Ph.D., Author, *Entangled Life*
- 10:45 AM – 11:15 AM **Refreshment Break**
Sponsored by: Force Factor
Location: Palos Verdes Prefunction
- 11:15 AM – 12:00 PM **Closing Leadership Panel**
Moderator: Jessica Rubino, Vice President of Content, *New Hope Network*
Speakers: Katerina Schneider, Founder & CEO, *Ritual*
Pelin Thorogood, Co-Founder & Executive Chair, *Radicle Science*
Invited: Lori Lauersen, Vice President R&D, Health & Wellbeing, *Unilever*
- 12:00 PM – 12:15 PM **Closing Remarks, Survey and Highlight Video**
NBJ Summit Co-Chairs:
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*
Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*
- 12:15 PM – 1:30 PM **Closing Lunch**
Sponsored by: William Blair
Location: Palos Verdes Terrace
- 1:30 PM – 3:30 PM **Closing Celebration**
Sponsored by: Pitch Publicity
Location: Palos Verdes Meadows
- 9:00 AM – 4:00 PM **One-on-One Business Networking Meetings**
Sponsored by: Kerry, Inc.
Location: Palos Verdes 1 & 2