



# DIANA GLUHAK SPAJIĆ

## Owner of Healthy Meal Standard Innovation F&B Project Manager

🏠 Zagreb, Croatia

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🌐 [www.dianagluhak.eu](http://www.dianagluhak.eu)

### > EDUCATION

#### PHD CANDIDATE Interdisciplinary Biotechnical sciences

Faculty of Food Technology and  
Biotechnology  
2016-2020 (expected)

#### MASTER DEGREE IN NUTRITION SCIENCE

Faculty of Food Technology and  
Biotechnology  
2009-2011

### > ADDITIONAL EDUCATION

#### Brand and Product Management

IE Business School, Spain, August 2019

#### Design Thinking for Innovation

University of Virginia USA, July 2019

#### Nutrition genomics for professionals

Nutrigenomics institute Spain, June 2019

#### Introduction to Project Management

**Principles and Practices:** Initiating and  
Planning Projects, by University of California,  
Irvine USA, July 2019

#### Intellectual property at INCENTIV

Education and knowledge transfer, 2015

### > LANGUAGES

- Croatian: Native language
- English: Professional
- German: Limited
- Chinese: Beginner

### > PROFILE

Innovation project manager, entrepreneur, IP officer, nutritionist with biotechnology and food technology education and experience. With profound presentation and communication skills, I am easy to communicate, critical and pragmatic always striving for the best overall outcome with given resources.

### > PROFESSIONAL EXPERIENCE

#### Owner, Innovation F&B Project Manager

RED FORK Ltd| Zagreb | January 2017 – Present [www.redfork.hr](http://www.redfork.hr)

Developed high-impact strategies to target new business opportunities and markets. Successfully supervised the overall activity of three ongoing projects:

- EU project Clikis Network: Climate friendly kitchen in schools: Lead project manager for Croatia, including 14 schools in Croatia <https://redfork.hr/clikis-network/>
- EU project Dynamic: Croatian partner to the University of J.Dobrila Pula in 3D printing and dual education in food industry <https://redfork.hr/dynamic/>
- International project: owner and lead: Healthy Meal Standard nutrition category management system (HMS.NQMS) (<https://healthymealstandard.eu>): innovated the business process, applied and protected as EU certification and warranty mark, successfully applied the system to 26 institutions that hold 41 certificates to date
- Event manager for NutriComm conference (<https://nutricomm2018.redfork.hr>), where I connected more than 200 high professionals.

#### President of the Healthy Meal Association

Healthy Meal Association| Zagreb | October 2015 – October 2021

Organized and led projects that promote, regulate and implement food standards for groups with special nutritional needs and habits. Developed partnerships with professional and scientific institutions in the field of nutrition in Croatia. Created food labeling educational manuals aimed at resolving food labeling problems for meals offered in public places.

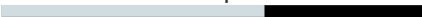
#### Owner and CEO

Sparkle Ltd | Zagreb | July 2015 – December 2018


Created a strategy for digital marketing that improved search traffic to Facebook by 83%. Created nutrition strategies and developed content marketing for F&B clients. Held educational workshops for management staff in the field of marketing of food products, content management and R&D with a 93% satisfaction rate.

## > TECHNICAL SKILLS

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Adobe Photoshop 

Adobe Illustrator 

MS Word 

Office 365 

Powerpoint 

Microsoft Excel 

Social Media 

Wordpress 

## > F&B INDUSTRY KNOWLEDGE

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- Food technology
- Research and development
- Nutrition science
- F&B Consulting
- Product innovation
- Quality systems
- Additive technology (3D printing)

## > PROFESSIONAL SKILLS

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- Entrepreneur mindset
- IP protection
- Copywriting
- Project Management
- Leadership
- Critical thinking
- Customer insight
- Communication
- Marketing strategy

## > PROFESSIONAL EXPERIENCE

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### **Nutrition Consultant**

Pragmatekh Consultancy Ltd| Zagreb | August 2014 – July 2015

Created consulting services in the field of food science for clinics, F&B and pharmaceutical companies.: trough content marketing increased the quality and visibility of their products and service. Copywriter for food industry.

### **Clinical Dietitian**

University Hospital Center Zagreb| Zagreb | May 2013 – May 2014

Organized, promoted, lead and motivated medical staff, patients, and families to participate in educational activities on HD department. Undergo extensive scientific research in the nutrition of HD and PD patients and after only five months became a part of an expert medical team for Nephrology. *Co-author of book for medical staff and patients "Nutrition for kidney patients being treated by hemodialysis and peritoneal dialysis".*

### **Head of Centre for Food Culture**

Biotechnicon Ltd| Zagreb | October 2011 – July 2012

Created nutritional education workshops presentations for top-level company executives in the field of nutrition. Educated patient groups and medical teams in Croatian Hospitals in the field of nutrition science.

### **60/40+ Manager**

Nestlé Adriatic | Zagreb and Adriatic region | Jan 2011 – Oct 2011

Part of the team for Product Development and Introduction strategies, wherewith SBU support successfully renovated three KPI Ice Creams according to NHW propositions. Conducted several 60/40+ research activities (consumer research, sensory and nutritional analysis).

### **Market Nutritionist**

Nestlé Adriatic | Zagreb and Adriatic region | Jan 2011 – Oct 2011

Defined and implemented the Food NHW strategy for Adriatic region, verified and approved EMLDFs, artworks and cooperated in introducing Nestlé Nutritional Compass to several products. Part of the team in launching new products, where I co-created nutrition communication strategies for Confectionery, Culinary, Coffee and Ice cream (Belgrade) products. Conducted NQ training for Adriatic region and special NQ training for Confectionery dept.

### **Assistant in Confectionary department**

Nestlé Adriatic | Zagreb and Adriatic region | July 2010 – Jan 2011

Assistant in creating a marketing plan, campaigns, budgets in SAP. Assisting for artwork design, POSMs, EMLDFs and supporting marketing actions and nutrition communication. Participated in the development of the Nestle Dessert web.

## > A W A R D S

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### **Mediterranean Tourism Foundation: 2017, Malta**

Healthy Meal Standard and Diana Gluhak Spajić are awarded for contributing to health tourism

*Award was given by HE president of Malta, Marie-Louise Coleiro Preca*

### **UniCredit Foundation: 2015, Zagreb**

Healthy Meal Standard is awarded for the best year project and social entrepreneurship