

DIANA GLUHAK SPAJIC

CEO & OWNER OF RED FORK



www.redfork.hr



diana@redfork.hr



385.95.355.8286



Entrepreneur and innovation leader with expertise in nutrition, biotechnology, and food quality systems. Founder and CEO of RED FORK, developing advanced digital solutions and internationally recognized nutrition standards. Experienced in EU project management, intellectual property, and cross-sector collaborations. Strategic thinker and communicator, turning ideas into measurable, sustainable results.

ACADEMIC EDUCATION

PHD CANDIDATE

Interdisciplinary Biotechnical sciences
Faculty of Food Technology and
Biotechnology (2025 expected)

MSc NUTRITION SCIENCE

Faculty of Food Technology and
Biotechnology 2009-2011

SKILLS

- Food Technology & Biotechnology
- Project & Innovation Management
- Research & Development (R&D)
- Nutrition Science & Policy
- Food & Beverage Consulting
- Quality & Safety Systems (HACCP, ISO, HMS)
- Nutrigenomics & Personalized Nutrition

EXPERIENCE

CEO



RED FORK Ltd | Varaždin | January 2025

- Driving company growth through development of digital nutrition and food quality systems: Healthy Meal App normization, HealthyMealApp AI adjustments
- Leading international expansion of the Healthy Meal Standard, managing EU and global projects, and building strategic partnerships across the F&B and health sectors.

INNOVATION F&B PROJECT MANAGER

RED FORK Ltd | Zagreb-Varaždin | 2017 – 2025

- 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 Kitchens in Schools: Lead Project Manager for Croatia, coordinating implementation in 14 schools.
- EU Project DYNAMIC: International partner on 3D printing and dual education on JJDobriPula in the food industry.
- International Project Healthy Meal Standard (HMS.NQMS): Founder and Lead. Innovated and protected the system as an EU certification and warranty mark. Successfully implemented in 26 institutions with 41 active certificates.

FOOD, NUTRITION & LEGISLATION EXPERT

Croatian Association of Consumers | Zagreb | 2019 – Present

- Member of food commissions at the Ministry of Agriculture and the Croatian Food Agency
- EU Project “Food Pro” – Nutrition & Labelling Expert: developed Croatia’s communication strategy, reviewed cereal labelling, and supported lab testing
- EU Project “Sincerely, Food”: delivered consumer education on food waste, climate awareness, and nutrition

EDUCATION

ISO 9001, ISO 22000

Education for official internal auditor,
Bureau Veritas Croatia 2011

Brand and Product Management

IE Business School, Spain, 2019

Design Thinking for Innovation

University of Virginia USA, July 2019

Nutrition genomics for professionals

Nutrigenomics institute Spain, 2019

Introduction to Project Management Principles and Practices

University of California Irvine USA,
2019

Intellectual property at INCENTIV

IP protection education, 2015

TECH SKILLS

- Data Analysis & Reporting
- AI & Digital Nutrition Systems
- Cloud computing
- Project management tools
- Quality & Compliance Systems
- Digital Collaboration & Productivity

LANGUAGES

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

OWNER AND NUTRITIONIST

SPARKLE | Zagreb | 2015 – 2018

- Developed and implemented a digital marketing strategy that increased Facebook search traffic by 83%.
- Designed nutrition strategies and created content marketing for F&B clients.
- Delivered educational workshops for management staff on food product marketing, content management, and R&D, achieving a 93% participant satisfaction rate.

NUTRITION CONSULTANT

PRAGMATEKH | Zagreb | 2014 – 2015

- Developed consulting services in food science for clinics, F&B, and pharmaceutical companies
- Increased product and service visibility through content marketing
- Copywriter for the food industry

CLINICAL DIETITIAN

UNIVERSITY HOSPITAL CENTER | Zagreb | 2013 – 2014

- Organized and delivered educational activities for medical staff, patients, and families in the Hemodialysis Department
- Conducted scientific research on nutrition in HD and PD patients; joined the Nephrology expert team after only 5 months
- Selected as a member of the expert team of the Head and the entire Department of Arterial Hypertension
- Co-author of the book "Nutrition for Kidney Patients on Hemodialysis and Peritoneal Dialysis"

HEAD OF CENTRE FOR FOOD CULTURE

BIOTECHNICON | Zagreb | 2011 – 2012

- Designed and delivered nutritional education workshops for senior executives on food and nutrition topics
- Educated patient groups and medical teams in Croatian hospitals on applied nutrition science
- Coordinated collaboration with healthcare institutions to promote evidence-based nutrition practices

60/40+ MANAGER & MKT NUTRITIONIST

NESTLE | HR, SLO, RS, BiH, MNE, KO | 2010 – 2012

- Led the development and implementation of the Food NHW strategy for the Adriatic region, aligning with global business objectives
- Directed product renovation and development initiatives, successfully reformulating three KPI Ice Creams in line with NHW standards
- Oversaw nutrition communication strategies for multiple product launches (Confectionery, Culinary, Coffee, Ice Cream) across the region
- Spearheaded the introduction of the Nestlé Nutritional Compass, ensuring compliance and consumer transparency
- Delivered regional NQ training programs, including tailored sessions for the Confectionery business unit
- Conducted 60/40+ consumer research to drive product preference, quality improvement, and market competitiveness