

# KANNAPON LOPETCHARAT

## Now:

Founder & Executive Director,  
Nouveau Centric Co. LTD  
Faculty of Agricultural Product  
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Since graduation from OSU, Kannapon has worked in various industry roles, including a Junior Manager position at Unilever (2003-2006), a Manager in the Global R&D Consumer Science Group at Avon Products Inc. (2006-2011), and a short appointment as Managing Director at SPRIM. In 2012, he founded Nouveau Centric Co. Ltd, where he continues to serve as the Executive Director. The mission of Nouveau Centric is to be a partner with companies to create effective, sustainable and consumer-centric innovation programs through training and effective use of consumer research tools. He also is a Faculty of Agricultural Product Innovation and Technology at Srinakharinwirot Univeristy where he provides recommendations on product innovation topics and gives lectures to faculty and students.

## Then:

Masters in Food Science &  
Technology  
1997-1999  
Oregon State University



Kannapon completed his Masters in Food Science and Technology at OSU in 1999 with Dr. Park as his major professor. Thesis title: FISH SAUCE: THE ALTERNATIVE SOLUTION FOR PACIFIC WHITING AND ITS BY-PRODUCTS

After completing his MS degree, he worked with Dr. Min McDaniel and Dr. Virginia Lesser to obtain a Ph. D. in Food Science and Technology with an emphasis in sensory evaluation Thesis title: THE EFFECT OF SUB-THRESHOLD ODORANTS ON PERCEIVED INTENSITY OF RECOGNIZABLE ODORANT