

HPP Bio – Glenn B. Hewson



THINKING OUTSIDE THE BOX

Glenn Hewson is a HPP industry thought-leader and frequent consultant to the food and beverage, and HPP tolling services industries. As an industry veteran, he has helped food and beverage companies worldwide size market opportunities and assist with the launch of their HPP products.

Glenn began his HPP career as Vice President of Global Marketing for Avure Technologies, the leading provider of HPP equipment. There he guided the development of a new product line and global marketing strategy, resulting in quadrupled revenues for the company. He also worked closely with customers in the launch of numerous successful HPP products into the market, many of which have become category leaders. Most recently, he has been interim Vice President of Marketing and Business Development for Universal Pasteurization, the industry's leading outsourcer of HPP services with three facilities and a total of nine large, commercial HPP systems. While at Universal he has led the initiative to define the company's services offerings, branding and messaging and go-to market strategies.

Glenn is a true advocate of High Pressure Processing and its benefits. He is frequently interviewed as an HPP subject matter expert, and has authored and co-authored several articles and papers on HPP food safety, shelf-life and innovation benefits.

Go To Market LLC

Glenn is a partner with GoToMarket LLC, a 13 year old marketing services company, that provides interim marketing leadership and operational marketing and business development services to early-and-mid stage technology, services and capital equipment companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions. For more information regarding GoToMarket clients visit www.gotomarket.com.