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Sam Saguy - Professor Emeritus of Food Technology & Innovation, The Hebrew University of Jerusalem, Israel. Global synergistic experiences of academic and industrial research (e.g., consumer research, new products development, open innovation). Published 116-scientific peer reviewed papers, 6-patents, 20-book chapters and co-editor of 3-professional books. Executive Group Member, European Academy of Food Engineering (EFFoST), Editorial Scientific Boards, IFT Press Editorial Advisory Board. Fellow (IFT & IUFoST), Lifetime Achievement Award (IAFE), Academy Member (IAFoST), Certified Food Scientist, CFS (IFT), Visitante Distinguido de la Universidad Nacionale de Cordoba (UNC), Argentina. Academic Life Time Achievement Award, Food Industry Association-Manufacturers Association of Israel