



Brian Todd

Founder

Brian Todd & Associates, LLC

Brian Todd founded his own consulting group, Brian Todd & Associates, LLC, after serving as CEO of The Food Institute from 2002 to 2019. Brian has been interviewed on consumer and food industry trends on television programs, including Fox News, The Today Show, NBC News, the CBS Evening News and the PBS Nightly Business Report, and quoted in a plethora of publications ranging from The Wall Street Journal

and New York Times to Supermarket News, Progressive Grocer and Food Processing magazine. He has also been a frequent guest on various public radio programs discussing food prices, mergers & acquisitions, and other industry issues.

Brian graduated from Ramapo College in Mahwah, NJ with a B.A. in Political Science and also holds a Masters in Administrative Science from Fairleigh Dickinson University.



Ron Tanner

President

Tanner Food Group

Ron Tanner is the president of Tanner Food Group, a specialty food consultancy focused on international trade, regulatory activities and industry preparedness.

Ron is a former executive team member of the Specialty Food Association, the leading trade association for the \$158 billion specialty food industry. His last role after a 33-year career with the trade group was Vice President, Education, Content and Advocacy. Ron worked for the SFA and its 3,900+ members from 1987 – 2020, helping them understand and succeed in the specialty food business.

Ron served as the SFA's liaison with numerous trade associations, university food programs, food incubators and government agencies. He has been a member of the U.S. Department of Agriculture's Agricultural Technical Advisory Committee (ATAC) since 2007, and also served on the Steering Committee of the Food Safety Preventive Controls Alliance (FSPCA). He is a member of the Regulatory & Academic Committee of the American Cheese Society and is on the Board of the International Association of Culinary Professionals.

Ron is a frequent speaker on the U.S. specialty food market and food trends and has presented seminars, lectures and workshops at key national and international industry conferences and events, including FoodEx Japan, Anuga, CIBUS, the Fancy Food Shows, the National Grocers Association Show, Natural Products Expo, the National Restaurant Association Show, and more.



In addition to overseeing more than 40 educational programs each year, Ron served as association spokesperson for many years. He has appeared on The Today Show, CNN and Food Network, and has been quoted in *Newsweek*, *The New York Times*, and *The Wall Street Journal*. He has an M.S. degree in Journalism from Columbia University in New York, and a B.A. in English and Communications Studies from Oberlin College, Oberlin, Ohio.

Eng. Firas Abu Wishah

Member of the Board of Directors

Petra Engineering Industries



Firas Abu Wishah is a member of the Board of Directors at Petra Engineering Industries, a family-owned designer and manufacturer of commercial and industrial air-conditioning equipment located in Amman, Jordan. Firas is also very active with the American Chamber of Commerce in Jordan, participating in many high-level trade missions and business delegations to the United States.

Firas is one of the founding members and first President of the Entrepreneur's Organization (EO) chapter in Jordan. He is also a member and former board member of the Middle East Leadership Academy (MELA 1). In 2016, Firas was appointed by his Majesty King Abdullah the Second to serve on Jordan's Economic Policies

Council representing the private sector.

Rose Alissi



CEO

AmCham-Jordan

With more than 24 years of experience in leadership positions, Alissi is currently the Chief Executive Officer (CEO) of The American Chamber of Commerce in Jordan (AmCham-Jordan). Alissi helped AmCham-Jordan in solidifying the organization's presence within Jordan building on the previous success of the organization.

Prior to Ms. Alissi's current position, Rose held multiple appointments from Vice President of Jordan Dubai Capital to General Manager of International Fairs Promotion (IFP) of Jordan, a trade promotion company.

Building on her experience in education and capacity building, Alissi worked as the National Program Coordinator of the Start and Improve Your Business (SIYB) and Expand Your Business (EYB) Programs, an (ILO) and (UNDP) SME Development program. She also



**The American Chamber
of Commerce in Jordan**



worked as a lecturer at the University of Jordan and Princess Sumaya University, after which she worked as a consultant for the USAID/ Tourism development project in addition to other business development and policy consultancy.

A social entrepreneur, Alissi served on international and local NGO boards such as Operation Smile and Save the Children.

Educationally, Alissi has a Bachelor's and Master's Degree from the University of Jordan, in addition to studying law at Al Ahliyah University. Alissi has completed "Empretec" Entrepreneurship training program certified by UNICTAD, and the Certified Association Executive (CAE) training with the American Society of Association Executives (ASAE) in the U.S.