

Scaling Global Impact in AgriFood Innovation

2024 Year in Review





Connected Ecosystems.

- Delivered **20+ keynotes** in **15 countries**, reaching governments, entrepreneurs, corporate leaders and investors, leading to **5+ new collaborations & investments**.
- Launched **WTF: Where's the Farmer™** video series spotlighting local insights into global food systems innovation & investment opportunities.

WORK HIGHLIGHTS

Accelerated Innovation.

- Partnered with **Leaps by Bayer**, **GAMAYA**, and **Ascribe Bio** to drive visibility, connections, and investment opportunities for solutions related to alternative proteins, natural crop protection and digital ag.
- Appointed to Advisory Boards of **AgriTech Digest** (Chair) and **MENAT Regenerative Agriculture Venture Programme** (led by Goumbook in collaboration with EIT Food & HSBC), propelling solutions in emerging markets.





Empowered food systems leaders.

- Open-sourced Thought For Food's library of **300+ educational tools, case studies, and resources** to empower educators, innovators, and entrepreneurs - and ensure TFF's legacy inspires even more innovation.
- Conducted workshops and sessions reaching **100+ students, researchers and professionals** at institutions like EHL Hospitality Business School, University of Adana, and WWF Switzerland.

WORK HIGHLIGHTS

Mobilized Change-Makers.

- Published my first book *The Change-Maker's Guide to Feeding the Planet*, which became an **Amazon #1 Bestseller in 3 categories**.
- Equipped **thousands of readers** worldwide with actionable tools to tackle food system challenges through openness, community, and multispectral thinking.



**“ Make your avocation
your vocation;
Make what you love
your work. ”**

- Steve Jobs





Reconnected with my Roots

Celebrated my parents' 50th anniversary & learned about our family's ancestry in Scotland.



Merged Family Passions

Took a vacation to a regenerative farm in the UK that my husband's architectural firm redesigned.



PERSONAL HIGHLIGHTS



Bicreative Index

Gave back through Service

In celebration of World Food Day, served refugees and children with Chef Ebru Baybara Demir & the Social Gastronomy Movement.

Explored more creativity & science

Recognized in the global Bio-Creative Index, highlighting leaders working at the intersection of biology and creativity.

A woman with dark hair, wearing a blue blazer, a blue cap, and a red and white striped scarf, stands on a grassy hill. She is smiling and has her arms outstretched. In the background, there is a small town with a church spire, a body of water, and mountains under a blue sky with white clouds.

**Thank you for all
of your support
and the privilege
of collaboration.**

**Here's to an even
more innovative &
impactful 2025!**

Let's go GIGA