



Chicago Section IFT the First Section



March 2013 Dinner Meeting Speaker: Christine Carr ***Griffith Laboratories: Commitment to Innovation***



For the past 60 years, advances in technologies have driven innovation within the food industry. The technologies include new ingredients, processing capabilities and a variety of packaging innovations. These technological advances have also created change in the landscape of consumer behavior. Ultimately, the results have reshaped how the development of new innovation must be approached and applied by companies servicing the food industry and consumers.

Griffith Laboratories serves as a good example of how a technology-driven company has re-directed its efforts to respond to changing market demands. This transformation is based upon a change from the use of a “technology-driven” innovation process to a more “consumer-driven” innovation process. This process leverages multifunctional expertise and creates a strong project team approach. The application of this new process approach allows for more effective and efficient identification and development of successful customer solutions. Several examples of key marketplace changes and illustrations of how Griffith’s innovation process has been applied will be shared.



Christine I. Carr currently holds the position of Sr. Vice President of Marketing and Global Communications for Griffith Laboratories. Christine is a 27 year employee of the company.

She holds a prominent position on two leadership teams including Griffith Laboratories US and the Griffith Laboratories Global Steering Team. As marketing leader, she manages four strategically directed functional teams consisting of customer marketing, sensory & consumer insight, culinary and innovation.

Her responsibilities include developing and leading strategic business growth plans, continual optimization & alignment of the marketing functions to execute business goals, management of integrated global brand communication activities, driving proactive creation and implementation of innovation-based technologies/products, managing targeted commercial-based projects aligned with manufacturing, and working to build a high performance culture.

Through her tenure at Griffith, Christine has held marketing leadership positions for Griffith Canada and Innova, various product category marketing positions in the US and spent 5 years as a project engineer responsible for automating packaging manufacturing processes within the Griffith US facilities.

Prior to joining Griffith Laboratories, Christine held both engineering and marketing positions at Champion International Paper Company in St. Paul, Minnesota and Stamford, Connecticut.



Chicago Section IFT the First Section



Christine has a BS in Packaging Engineering from Michigan State University and an MBA, graduating with high honors and as a Hotchkiss Scholar, from The Lake Forest Graduate School of Management.

Christine is married to Jim Carr and has two sons, Andrew, a sophomore at Cornell University and Matthew, a sophomore in High school.