Consumer Trust Insights Council

Ujwal Arkalgud

Cultural anthropologist and entrepreneur. Ujwal is the co-founder of MotivIndex, and in 2018 they launched MotivBase, the world’s first AI anthropologist.

Tracy Irani

Chair of the Department of Family, Youth and Community Sciences at the University of Florida. Tracy is a nationally recognized social scientist in the areas of public understanding of science and technology, crisis and risk communication, and public opinion issues analysis.

Lauri Baker

Associate professor of agricultural communication in the Department of Agricultural Education and Communication at the University of Florida. Lauri co-created the Center for Rural Enterprise Engagement that serves as a generator and source of knowledge about new-media marketing.

Jan Wilson

President of Gestalt Market Research. Jan is a quantitative and a qualitative specialist who has conducted market research for the past 25 years in a wide variety of markets.
Kevin Ryan

Founder of Malachite Strategy and Research. Kevin has almost 20 years of experience leading innovation and strategy at General Mills and Amazon and advanced degrees in food science and food anthropology.

Jayson Lusk

Distinguished Professor and Head of the Department of Agricultural Economics at Purdue University. Jayson is an author and a food and agricultural economist who studies what we eat and why we eat it.

Susan Schwallie

Executive Director of the NPD Group Food and Beverage. Susan has worked across a variety of North American CPG clients translating insights about how Americans eat into action for marketing, culinary, and corporate strategy professionals.

Nick Fereday


Carl Persson

Senior Director, Global Cross-Category Consumer Insights at PepsiCo. carl.persson@pepsico.com
Terry Fleck

Executive director of The Center for Food Integrity. Terry has been with CFI since 2007, working to create a more transparent food system.

Charlie Arnot

CEO of the Center for Food Integrity and president of Look East, a consulting company. CFI is a national non-profit helping today’s food system earn consumer trust.