

CURRICULUM VITAE

Name: Kubberød, Elin
E-mail: elin.kubberod@kurefjorden.no
Telephone: + 47 41 04 24 35
Birth date: 09.02.73
Marital status: In a relationship, three children
Current place of employment: UMB, research administration dep.
Current position: Senior Advisor



Aims for future:

Leadership roles, researcher, teacher or mentor roles. For my future career I want to be able to use more of my skills and capacity in a job environment with sufficient challenges to stimulate my creativity and strategic thinking, and be able to use both my theoretical and practical knowledge and experience. I am looking particularly for interdisciplinary fields within innovation/NPD/entrepreneurship and/or marketing

Education:

2001-2005, Doctoral degree obtained at The Norwegian School of Management BI, in Consumer Behaviour, Marketing
1992-1997, Master degree in Food science (combined with organisation and management IØR), Norwegian University of Life Sciences

Work experience:

Des 2009 - present Senior Advisor Research Administration Department, UMB. Field: Commercialization and entrepreneurship
March 2008- Nov 2009: Marketing Manager, Denomega Nutritional Oils, Orkla
Sep 1998-Des 2007: Doctoral student, later research scientist/consultant consumer behavior and senior project manager New Product Development, Matforsk (Norwegian Food Research Institute)
June 1997 - Aug1998: Manager Candidate, Ringnes a.s, Orkla

Professional merits and achievements in short:

- Have held many presentations on both national and international arenas for many different audiences, both in a scientific and industrial context
- Marketing management; communication strategies, created the whole communication platform for Denomega, market strategy for the company, advertising, press releases, internet and web communication etc.
- Sales Manager in Denomega for Scandinavian customers
- Have planned and led courses, workshops and seminars at Matforsk and in Denomega
- Extensive contact with media in Norway as researcher at Matforsk
- Counseling and cooperation with research institutions, customers and researchers from many fields
- Participated as project manager in EU funded research projects, national funded projects
- Latest years at Matforsk: Project manager and advisor for industrial innovation/product development projects
- Founder and leader of the strategic programme "Innovation and Product development" in 2007, at Matforsk (Nofima mat) please visit: <http://www.nofima.no/mat/en/researcharea/innovation-and-product-development>
- Established the "ideas laboratory" (The Brewery), please visit <http://www.nofima.no/mat/en/researcharea/the-brewery>
- Author of scientific and popular scientific publications, see following page.

Language knowledge:

Above average in oral English, and very good skills in English writing. German basic.

Analytical/ software knowledge:

- Knowledge in conducting qualitative and quantitative consumer research.
- Very good knowledge in software tools/IT:
 - Microsoft Office package, SPSS (statistical package for social sciences), Unscrambler, Lotus Notes.
 - Web design: Has designed two web pages, please visit <http://www.omega-360.com/> and <http://www.denomega.com/>

Spare time interests:

Children activities, singing (in choir/solo performances), outdoor life, creative cooking and interior design

The Personality Type (MBTI) for Elin Kubberød is ENFJ- "The mentor"

ENFJs focused on the organization's ideals and operate within those ideals. They focus on how organizations should treat people and communicate these values to others. They enjoy leading and facilitating teams, and like to bring matters to mutually beneficial conclusions.

ENFJs are externally focused, introspective, altruistic, positive and have excellent people skills. They place utmost importance on helping others grow. They are warm and have a natural desire to be supportive and encouraging. Being charismatic and possessing excellent language skills, they do well in leadership roles.

List of Scientific publications:

1. Kubberød, E. 2005. Not just a matter of taste - disgust in the food domain. Dr. oecon. thesis 1-2005, Handelshøyskolen BI/Norwegian School of Management BI
2. Kubberød, E., Ueland, Ø., Dingstad, G.I., Risvik, E., Henjesand, I.J. 2008. The effect of animality in the consumption experience - A potential for disgust. *Journal of Food Products Marketing*, 14, 3, pp 103-124.
3. Kubberød, E., Dingstad, G.I., Ueland, Ø., Risvik, E. 2006. The effect of animality on disgust response at the prospect of meat preparation — An experimental approach from Norway. *Food Quality and Preference*, Vol 17, 3-4, pp 199-208.
4. Kubberød, E., Ueland, Ø., Risvik, E., Henjesand, I.J. 2006. A study on the mediating role of disgust with meat in the prediction of red meat consumption among young females. *Journal of Consumer Behaviour*, Vol 5, pp 281-291.
5. Kubberød, E., Ueland, Ø., Rødbotten, M., Westad, F., Risvik, E. 2002. Gender specific preferences and attitudes towards meat. *Food Quality and Preference*, Vol 13, 5, pp 285-294.
6. Kubberød, E., Ueland, Ø., Tronstad, Å., Risvik, E. 2002. Attitudestowards meat and meat-eating among adolescents in Norway. *Appetite*, Vol 38, pp 53-62.
7. Rødbotten, M., Kubberød, E., Lea, P., Ueland, Ø. 2004. A sensory map of the meat universe. *Meat Science*, Vol 68, 1, pp 137-144.
8. Sivertsen, H.K., Kubberød, E., Hildrum, K.I. 2002. Consumer preferences of beef tenderness and mechanical measurements. *Journal of Sensory Studies*, Vol 17, 4, pp 365-378.
9. Næs, T., Kubberød, E., Sivertsen, H.K. 2001. Identifying and interpreting market segments using conjoint analysis. *Food Quality and Preference*, Vol 12, pp 133-143.
10. Dingstad, G.I., Kubberød, E., Næs, T., Egelanddal, B. 2005. Critical quality constraints of sensory attributes in frankfurter type sausages, to be applied in optimisation model. *LWT - Food Science and Technology*, Vol 38, 36, pp 665-676.
11. Lunde, K., Egelanddal, B., Kubberød, E., Choinski, J., Mielnik, M., Flåtten, A.(2008). Marinating as a technology to shift sensory thresholds in ready-to-eat entire male meat. *Meat Science*, 80(4), 1264-1272.

Other scientific oral presentations:

- Håbesland, G., Kubberød, E., Olsen, Veflen, N. 2006 A Manual to Reduce Fuzziness in the Fuzzy Front End, FIBE, NHH.
- Kubberød, E., Rødbotten, M. 2005. A three-stage methodological approach for launching new food products, 6th Pangborn Sensory Science Symposium, Harrogate, 7-11 July, UK.
- Kubberød, E., 2004. L-PLSR modelling in consumer research, 7th SENSOMETRICS, JULY 28-30, UC Davis
- Kubberød, E., Ueland, Ø., Lea, P., Risvik, E. 2003. The mediating role of disgust in the prediction of red meat consumption among young women. 5th Pangborn Sensory Science Symposium 'A Sensory Revolution', Boston, USA, 20-24 July.
- Rødbotten, M., Ueland, Ø., Kubberød, E., Lea, P. 2001. Ostrich - a taste of turkey. 4th Pangborn Sensory Science Symposium, Dijon, France, 22-26 June.
- Kubberød, E., Ueland, Ø., Rødbotten, M., Westad, F., Risvik, E. 2001. Gender specific preferences and attitudes towards meat (poster). The 4th Pangborn Sensory Science Symposium, Dijon, France, 22-26 July.

EU-projects:

Participated as project worker and work package leader in several EU funded research projects within the field of consumer behaviour and product development.

Popular science publications and media communications (in Norwegian):

- Kubberød, E. 2007. Smak av hund. Intervju i Dokumentar spillefilm 2007.
- Kubberød, E. 2006. Artikkel i Dagbladet om barn, læring og smak
- Kubberød, E. 2001. Ikke be jenter ut på biff og bernaise., InforMAT Nr 4.
- Risbråthe, M., Kubberød, E. 2004. Ekkelt, sier unge damer Matforsk webside, Kubberød, E., Risbråthe, M. 2003. Foreldre avgjør hva barn liker å spise. Matnyttig Kubberød, E. 2004. "Æsj!" - sier unge jenter. Matnyttig, Nr 2
- Hildrum, K.I., Framstad, K., Taylor, A., Wahlgren, N.M., Sørheim, O., Kubberød, E., Nordahl, E., Hansen, S.D., Dånmark, G. 1999. Hvilke råd kan i dag gis til kjøttindustrien for å gi forbrukerne et mørere kjøtt?;Temadag: Mørhet i kjøtt - muligheter og utfordringer innen marked og produksjon, MATFORSK, 18. mars.
- Kubberød, E. 2003. Foreldre avgjør hva barna liker å spise. NTB,
- Kubberød, E. 2003. Kresne barn - foreldrenes skyld eller steinalderens? Norgesglasset,
- Kubberød, E. 2003. Er ungene kresene så takk deg selv. Østlandske Blad, 01.11.2003
- Kubberød, E. 2004. Kjøtt ekkelt for tenåringsjenter. Aftenposten, 28.03.04
- Kubberød, E. 2004. Kjøtt ekkelt for tenåringsjenter. Dagsavisen, 27.03.04
- Kubberød, E. 2004. Vil ikke vite hvem kjøttet kommer fra. Nationen, 16.04.04
- Kubberød, E. 2000. Unge kvinners holdninger til kjøtt. Dagsrevyen, 23.11.2000.

National Presentations (in Norwegian):

- Kubberød, E. 2004. Gir forbrukeranalyser svar på hva forbrukere vil ha? - Forbrukeres akseptgrense for mørhet i kjøtt. PU-nettverk 69: Forbrukernes akseptgrense for sensoriske egenskaper - 1. samling, MATFORSK, 10.-11.november.;
- Kubberød, E. 2004. Negative produkt - emosjoner og kjøtt. Rådgivene utvalg kjøtt, Matforsk, 31. august.;
- Kubberød, E. 2004. Marinering i tråd med trendene. Marinering gir merverdi! Matforsk, 9 september.;
- Kubberød, E. 2002. Eks på relatering av sensoriske data og forbrukerdata på kjøtt. Måling av sensorisk egenskaper i næringsmidler, MATFORSK, 12.-14. november.;
- Kubberød, E. 2001. Barn og ungdom - mattrender. Den grønne skolen, Gardermoen, 2. februar.;
- Kubberød, E. 2000. Unge kvinners holdninger til kjøtt. Morgendagens matvaretrender, MATFORSK 23. november.;
- Kubberød, E., Ueland, Ø. 1999. Metoder for å oppfange forbrukerbehov. Vegetabilfagdagen 99, Ås, 7. oktober.;
- Kubberød, E. 1999. Kvinners verdier, holdninger og atferd knyttet til kjøtt.;Faglig seminar BI, NAMM-forum, NMH Oslo, Norge, 8.-9. April;
- Kubberød, E. 1999. Forbrukeropfatninger om kjøttkvalitet.;Temadag: Mørhet i kjøtt - muligheter og utfordringer innen marked og produksjon, MATFORSK, 18. mars.