

**SupplySide**<sup>®</sup>  
**WEST**

PRESENTED BY



**KSM-66**  
**Ashwagandha**<sup>®</sup>

WORLD'S BEST ASHWAGANDHA



**Food ingredients**  
North America

OCTOBER 25-28, 2021 • EXPO HALL OCTOBER 27 & 28 • MANDALAY BAY, LAS VEGAS, NV

**SupplySide**<sup>®</sup>  
**WEST**  
**Rock** **Star**

# SupplySide<sup>®</sup> Rock Star WEST Star



**Carilyn Anderson**

“I’ve been attending SupplySide for almost 20 years. I enjoy learning about the latest scientific research, connecting with others in the industry, and touching base with the suppliers. With everything that has been going on for the last year and a half, we’d like to say “thank you” to all of our suppliers who have gone above and beyond to keep items in stock during these difficult times.”



## **Carilyn Anderson**

*President*

**Carlson Nutritional Supplements**

*carilyn@carlsonlabs.com*

 [linkedin.com/in/carilyn-carlson-anderson-8bbb4512](https://www.linkedin.com/in/carilyn-carlson-anderson-8bbb4512)

 [@andersoncarilyn](https://twitter.com/andersoncarilyn)

Carlson has been a family-owned and operated company since it started more than 53 years ago. Carlson was founded in 1965 by Susan Carlson, a pharmacist who made it her mission to improve the health of families nationwide by creating science-based nutritional supplements with high-quality ingredients. Today, the next generation of Carlson, president Carilyn Anderson leads the brand. Carilyn holds a bachelor's degree from Michigan State University and has played an instrumental role in business development and product innovations at Carlson. Carlson offers a full product line of more than 200 vitamins, minerals, omega-3s, kid's products, and other nutritional supplements. Carilyn is on the board of directors at the Natural Products Foundation (NPF) and is a member of the Global Organization for EPA and DHA Omega-3s (GOED).

# SupplySide<sup>®</sup> Rock Star WEST Star



**Tim Avila**

“SupplySide West & Food ingredients North America is the human connection engine powering health and sustainability innovation for the new rocketship CPG industry, don’t get left behind.”



## **Tim Avila**

*President*

Systems Bioscience, Inc.

*tim@systemsbioscience.com*

 [linkedin.com/in/tim-avila-466527](https://www.linkedin.com/in/tim-avila-466527)

 [@realnutradamus](https://twitter.com/realnutradamus)

Tim is a leading authority in the global nutrition industry, blending 30 years of experience in discovery, validation and branding of bioactive ingredients and consumer packaged nutrition products. He is President of Systems Bioscience, Inc., a company specializing in providing Global Fortune 500 companies with business and product development knowledge regarding dietary supplements, natural and organic foods and consumer products and services. He also is the Founder of Zero Worries Foods Inc., the manufacturer and distributor of ZSweet® brand all natural zero calorie sweetener. ZSweet® is a pioneering formulation in the blending of all-natural ingredients to replace caloric sweeteners and artificial sugar substitutes. Tim is the inventor and developer of ZSweet®.

# SupplySide<sup>®</sup> Rock Star WEST Star



**Aaron Bartz**

“ I have attended SupplySide West for over a decade, and always enjoy the camaraderie and innovation seen at these events. As a nutraceutical company exclusively serving health care professionals, Ortho Molecular Products is founded on scientifically researched, high-quality raw materials that will deliver results consistently. SupplySide West has facilitated our partnership with some of the best raw material suppliers in the industry, those that share the high value we place on evidence-based ingredients and help us guarantee efficacy in our products. We have enjoyed the opportunity to connect with colleagues and value the relationships grown each year.”



## **Aaron Bartz**

*President*

**Ortho Molecular Products Inc.**

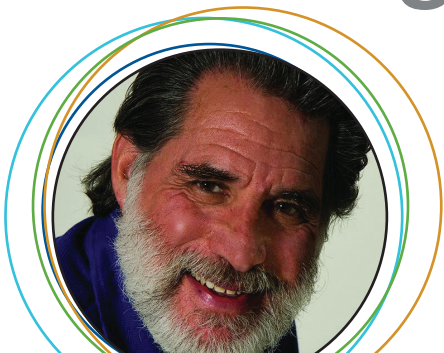
*a.bartz@ompimail.com*

 [.linkedin.com/in/aaron-bartz-81a32a3](https://www.linkedin.com/in/aaron-bartz-81a32a3)

 [@AEBartz](https://twitter.com/AEBartz)

Aaron Bartz is President at Ortho Molecular Products, Inc. Since joining Ortho Molecular Products, he has been involved in every aspect of the organization. From 1993 to 2000, he served as a sales account executive and built the Chicagoland territory. In 2000, he took on the role of Vice President of Sales and Marketing, where he used his passion for sales to build a thriving, knowledgeable salesforce, which remains a defining feature of Ortho Molecular Products industry-wide. Under Aaron's leadership since 2007, Ortho Molecular Products has sustained consistently high growth, expanded internationally and developed unique lifestyle medicine programs while becoming one of the largest and most respected organizations serving the practitioner channel. Aaron strongly believes team members are the company's greatest asset, and has built a culture of health and wellness at every level. In addition to his duties as President, Aaron serves as Chairman of the executive leadership team and sits on the Board of Directors. From an industry perspective, Aaron has built collaborations and partnerships that have led to industry-first exclusives in raw materials. He serves on the Board of Directors at the Council for Responsible Nutrition, a leading trade association for the dietary supplement and functional food industry. Aaron was also named to the American Nutrition Association® Strategic Advisory Board, where he provides guidance and insight to further the ANA's health-focused mission. Throughout his career, Aaron has remained committed to health care practitioners and passionate about Ortho Molecular Products' mission to transform the practice of medicine. In his free time, Aaron enjoys traveling, spending time outdoors and competitive sports. He and his wife Danelle have three children and reside in Lake Barrington, IL.

# SupplySide<sup>®</sup> Rock Star WEST Star



“

**Mark Blumenthal**

SupplySide West is the premier gathering in the United States for people who are involved in the supply chain for herbs and other dietary ingredients for the U.S. market and far beyond. The educational events are highly relevant to supply chain and manufacturing sectors of the industry. There is probably no other industry event with such a strong concentration of botanical dietary ingredient buyers and sellers anywhere in the world, at least in the United States.”





## **Mark Blumenthal**

*Founder and Executive Director  
American Botanical Council (ABC)*

*mark@herbalgram.org*

 [linkedin.com/in/herbcowboy](https://www.linkedin.com/in/herbcowboy)

 [@HerbalGram](https://twitter.com/HerbalGram)

Mark Blumenthal is the founder and executive director of the American Botanical Council (ABC), a leading independent, nonprofit organization dedicated to disseminating accurate, reliable and responsible information on herbs and medicinal plants. He is the editor and publisher of HerbalGram, an international, peer-reviewed quarterly journal. For six years, he was an adjunct associate professor of medicinal chemistry at the University of Texas at Austin, college of pharmacy. Mark is the senior editor of the English translation of The Complete German Commission E Monographs—Therapeutic Guide to Herbal Medicines (1998), Herbal Medicine: Expanded Commission E Monographs (2000), The ABC Clinical Guide to Herbs (2003), and co-author of Rational Phytotherapy, 5th edition (2004). He has appeared on more than 400 radio and television shows and has written over 500 articles, reviews and book chapters for many major publications. Mark has been a leader for more rational regulations of herbal and natural product manufacturing, and education on plant-based medicines for over 40 years.

# SupplySide<sup>®</sup> Rock Star WEST Star



“

**Paul Mittman, ND, EdD**

After every SupplySide West I feel more connected, better informed, and more inspired. Plus, SSW is exceptionally fun, and the education programming is world class. I can't wait to see you there!”



## **Paul Mittman, ND, EdD**

*President/CEO*

**Southwest College of Naturopathic  
Medicine & Health Sciences**

*p.mittman@scnm.edu*

 [linkedin.com/in/paul-mittman-5491068/](https://www.linkedin.com/in/paul-mittman-5491068/)

 [@DrMittmanSCNM](https://twitter.com/DrMittmanSCNM)

Paul Mittman, ND, EdD is President & CEO of Southwest College of Naturopathic Medicine (SCNM). He holds a Doctor of Naturopathic Medicine from National College of Naturopathic Medicine, and a Doctor of Higher Education Management from the University of Pennsylvania. He practiced naturopathic medicine for 25 years, 12 years in private practice and 13 after joining SCNM. His 1990 study on the use of *Urtica dioica* in the treatment of Allergic Rhinitis was the first randomized controlled trial on a botanical medicine published in a peer-reviewed journal (*Planta Medica*). Dr. Mittman received the American Association of Naturopathic Profession (AANP) President's Award in 1990, was the Arizona Naturopathic Medical Association Physician of the Year in 2000, and the AANP Physician of the Year in 2007. Paul leads by example, following a healthy diet and races as a Masters 60+ cyclist.

# SupplySide<sup>®</sup> WEST Rock Star



**Guru Ramanathan, Ph.D.**

SupplySide West is the single most important industry show and is a must attend. The pandemic forced rapid changes and galvanized our industry, and SupplySide West is 'knowledge central' to learn new best practices and focus on the future."



## **Guru Ramanathan, Ph.D.**

*Managing Director*  
Dutch Medical Food

*Guru.ramanathan@DutchMedicalFood.com*

 [linkedin.com/in/gururamanathan](https://www.linkedin.com/in/gururamanathan)

 [@GuruRamanathan](https://twitter.com/GuruRamanathan)

Dr. Guru Ramanathan is Managing Director and Board Member of Dutch Medical Food B.V. based in the Netherlands focused on design, development and distribution of Foods for Special Medical Purposes.

Dr. Ramanathan is an Adjunct Professor at Pennington Biomedical Research Center in Baton Rouge Louisiana. He is also a founding Director and President of Brilliant Care Inc. based in New York focused on Population Health Management of Hypertension, Diabetes and Congestive Heart Failure.

Dr. Ramanathan currently serving on Corporate and Advisory Board's for established and early stage companies in Global Food, Nutrition, Pharma, OTC, Digital Health and Primary Care Medicine industry sectors. He is very active in Nutrition Industry initiatives having been a founding member and current Chairman of the 'Supplement Safety & Compliance Initiative' (SSCI). He currently serves on CRN's OWL Registry advisory board, the US Hemp Authority's Board, as well as the Southwest College of Naturopathic Medicine's Advisory Board.

Dr. Ramanathan is a globally recognized expert on Innovation Management and his advisory concentrations include Scientific Affairs, Regulatory Compliance, Quality Assurance and Control, Clinical Trials Design & Management, Technology Acquisition, Alliance Management, Product Development and Manufacturing in the Global Health and Wellness Industry.

Dr. Ramanathan's industry experience spans Clinical care, Pharma, Consumer health, Animal health and the Retail sectors. His most recent appoint was with Pittsburgh based General Nutrition Corporation (GNC) as its Chief Innovation Officer, Senior Vice President and Member of the Executive Committee. Prior to that Dr. Ramanathan was a Senior Director for the US subsidiaries of Nutricia (Danone). Before this he was Medical Director for the US subsidiary of Scotia Pharmaceuticals. He has also held various industry consulting, research and teaching appointments in India and the US.

Dr. Ramanathan holds an MBA from Duke University's Fuqua School of Business focused on global business practices. He earned his Ph.D. from Tufts University in Healthcare Innovation Management.

# SupplySide<sup>®</sup> Rock Star WEST Star



“

**Kantha Shelke, Ph.D.**

My annual pilgrimage to SupplySide West is an unbroken record for several decades now because THIS is where I learn about the latest, greatest, and neatest aspects of the supply side of food, beverages, supplements, and pet foods and health and wellness products. The First Time Visitor Reception each year further reinforces my belief of how valuable the SupplySide West portfolio of people, programs, and products is for newcomers to the industry.”



## **Kantha Shelke, Ph.D., CFS**

*Principal*

Corvus Blue LLC

*kantha@corvusblue.net*

 [linkedin.com/in/kanthashelke](https://www.linkedin.com/in/kanthashelke)

 @kantha

Kantha Shelke, Ph.D., CFS, IFT Fellow, teaches food safety regulations at Johns Hopkins University, and is a principal at Corvus Blue LLC, a food science and research firm that expedites development and commercialization of new food products and technologies with science and sensibility. Kantha serves on the Faculty Advisory Board on Food and Agriculture at McGill University, Montreal, and the Faculty Advisory Board at Southwest College of Naturopathic Medicine, Tempe, Arizona. She is a contributing editor for Prepared Foods magazine, and PLMALive! video magazine, a judge for XPRZE Feed the Next Billion competition and Foodicons Challenge along with various other international food science and food product / ingredient competitions. When not teaching or working with clients, she helps entrepreneurs advance the understanding of food science and nutrition, food safety, and regulations.

# Supply Side<sup>®</sup> Rock Star WEST Star



**James Tonkin**

“ I love attending this convention for a couple of reasons- nowhere else on the globe can you go to one place, and find everything one would want in the ingredient space for food, pharma, dietary supplementation, production, contract packing and sourcing!!! It is THE place to be yearly and I wouldn't miss it, even though this year I retired!!! Meet you there... ”





## **James Tonkin**

*President and Founder  
HealthyBrandBuilders*

*jim@healthybrandbuilders.com*

 [linkedin.com/in/james-tonkin-51021aa](https://www.linkedin.com/in/james-tonkin-51021aa)

 [@healthybrandman](https://twitter.com/healthybrandman)

For more than 47 years, Jim has served the private sector as a brand and marketing development professional and Founder and President of HealthyBrandBuilders. He directs the building and design of national infrastructures for food and beverage industry clients.

Tonkin has successfully created and implemented business and financial strategies for domestic and international players focusing from production to branding, marketing through sales implementation and distribution, to include exit strategy. Jim has focused branding initiatives in soft drink, bottled water, functional foods and beverages, and non- carbonated “new age” beverage verticals.

His extensive hands-on expertise has stretched across many sectors including domestic cheeses to natural potato chips; bottled waters for people and pets; and nutraceutical-functional-cosmeceutical enhanced beverages.

Jim serves as a popular keynote speaker covering new beverage trends, successful branding insight and with his blunt and sometimes stinging humor, pushes the envelope! He has many repeat performances and is truly a respected and admired entrepreneur in his own right!

# SupplySide<sup>®</sup> Rock Star WEST Star



**Marc Ullman**

SupplySideWest is the Gold Standard of trade shows in the Natural Products industry. From the opportunities to network, see the latest innovations in ingredients for natural products and the always outstanding education sessions, there is no equal. This year will be even better for the opportunity to reconnect with old friends and colleagues after 18 difficult months for everyone.”



## **Marc Ullman**

*Of Counsel*

Rivkin Radler LLP

*Marc.Ullman@rivkin.com*

 [linkedin.com/in/marcullman](https://www.linkedin.com/in/marcullman)

 [@usulawny](https://twitter.com/usulawny)

Marc S. Ullman, Esq., is of counsel at Rivkin Radler LLP. His practice focuses on FDA and FTC compliance, including labels, labeling, claims, substantiation and GMPs. He has represented clients in complex adversarial proceedings with FDA relating to the scope of the agency's powers under the Dietary Supplement Health and Education Act (DSHEA), and its ability to seek remedies such as consumer restitution. He also assists clients in managing FDA inspections, 483 and Warning Letter responses as well as providing counsel on general litigation related issues. Marc successfully guided the first self-GRAS review for stevia that allowed his client to legally import this herb as a sweetener and has assisted numerous other clients through the NDI process for dietary supplements.

# SupplySide<sup>®</sup> Rock Star WEST



“

**Sudipta Veeramachaneni, Ph.D.**

SupplySide is the single most compelling annual event for the industry. A unique platform for innovators in our space, it provides a true opportunity to interact and collaborate with ingredient suppliers, technology providers, contract manufacturers and regulatory experts from across the globe. Some of my most innovative products were conceptualized at SupplySide.”



## **Sudipta Veeramachaneni, Ph.D.**

*Chief Science Officer*

GNC

 [linkedin.com/in/](https://www.linkedin.com/in/sudipta-veeramachaneni-6991032/)

[sudipta-veeramachaneni-6991032/](https://www.linkedin.com/in/sudipta-veeramachaneni-6991032/)

 [@GNCLiveWell](https://twitter.com/GNCLiveWell)

Dr. Sudipta Veeramachaneni is Chief Science Officer at GNC. A globally recognized scientist with over 16 years of experience studying the effects of nutrients and bioactive ingredients on health, her areas of focus include sports performance, weight loss, appetite management, calorie burning, cancer, diabetes, and healthy aging including bone, joint, brain, sarcopenia, and heart health.

Dr. Veeramachaneni's expertise includes both human and animal health. She drove the design of innovative food and nutritional supplements for sale in the USA and in several regions across the globe including Canada, Mexico, South and Central America, the European Union, Asia, Australia, and Africa. With deep expertise in global regulations, she has also managed compliance and the product registration process for products in various global markets.

She currently serves on the Board of the Supplement Safety and Compliance Initiative (SSCI), a retailer driven organization focused on elevating quality standards in the industry. Dr. Veeramachaneni earned her Ph.D. in Nutritional Biochemistry from Tufts University.