Samo Smrke

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Summary

Application of science, delivering science based business and R&D solutions for coffee, beverage and food industry. My approach is to understand people and business, to find science that is needed for a transformation. I believe communication, partnerships and deeper understanding drive the world further. I am driven by curiosity to explore the unknown and passionate about sharing findings and skills.

I am a world recognised expert and an influencer in coffee technology and science. I have been an invited speaker at numerous coffee exhibitions, conferences and seminars, author of books and scientific publications. I have successfully managed and delivered university-industry partnership R&D projects (budgets >500k CHF), designed and held tailored workshops for corporate clients, designed learning and educational material (as seminars and online learning).

My other skills include:

- · Research project development, acquisition and management
- Consulting: coffee science, coffee business, proton transfer mass spectrometry (PTR-MS).
- Making science and technology understandable
- Bringing people of different mindsets together
- Educational content development
- Development of workshops
- Process automation
- Photography, video and design
- Development of analytical equipment
- Data science, handling large amounts of data, statistical analysis, chemometrics
- Chemistry of coffee
- Chromatography
- Mass spectrometry

Experience

A Research Associate

ZHAW Zurich University of Applied Sciences

Aug 2013 - Present (8 years 4 months +)

Head of the Transformation of coffee pillar in the Coffee Excellence Center.

Establishing partnerships, developing, managing and delivering R&D projects with a wide range of partners from industry leaders to startups.

Developing and leading educational content, workshops and seminars.

Innovation in the use of analytical equipment (PTR-MS) for state-of-the-art aroma and flavour analysis, data analysis and process automation.

Sciex research fellow

Zurich University of Applied Sciences

Nov 2011 - Oct 2012 (1 year)

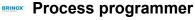
Scientific Exchange Programme between Switzerland and the New Member States of the EU (Sciex-NMSch).

Young researcher

National Institute of Chemistry Slovenia Oct 2009 - Oct 2011 (2 years 1 month)

Analytical Chemist

LEK d.d. Jul 2008 - Jan 2009 (7 months) Analytical chemist at the department of pharmaceuticals stability.



BRINOX d.o.o. 2006 - 2006 (1 year) Programming PLC and HMI for process control in dairy industry

Education

- Universitry of Ljubljana, Faculty of Chemistry and Chemical Technology Doctor of Chemistry, Analytical Chemstry, Food Chemistry 2009 - 2013
- University of Ljubljana, Faculty of Chemistry and Chemical Technology Diploma in Chemistry, Analytical Chemistry 2004 - 2009

Gimnazija Murska Sobota Matura 2000 - 2004

Skills

HPLC-MS	Mass Spectrometry	• TLC	•	Gas Chromatography	•	Coffee Sci	ience	•	Flow Injection
Analysis •	Siemens Simatic Prog	ramming	•	Process Automation	•	Arduino •	Anal	yti	cal Chemistry