

# Samo Smrke

Meilen, Zurich, Switzerland



samosmrke@gmail.com



[linkedin.com/in/samo-smrke-a2652172](https://www.linkedin.com/in/samo-smrke-a2652172)

## 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



### 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.



### **Process programmer**

BRINOX d.o.o.

2006 - 2006 (1 year)

Programming PLC and HMI for process control in dairy industry

## **Education**



### **University of Ljubljana, Faculty of Chemistry and Chemical Technology**

Doctor of Chemistry, Analytical Chemistry, 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 Science • Flow Injection Analysis • Siemens Simatic Programming • Process Automation • Arduino • Analytical Chemistry