

PERFECT DAY

Henk Hoogenkamp

SUSTAINABLE PROTEIN TECHNOLOGY EXPERT, ADVISOR, AND AUTHOR

Henk Hoogenkamp is a strategic technology advisor. His career has spanned the globe and five decades in food and food technology. He is responsible for some of the most significant breakthroughs in dairy and protein solutions. He currently advises founders and CEOs from food giants to innovative startups.

In the first chapter of his career, Henk was at the forefront of expanding the applications for milk protein in the Scandinavian countries, the UK, Japan, Thailand, China, the Philippines, and Korea. In 1978 he was responsible for bringing milk protein-based health foods to market, including sports nutrition products. In 1980 he uncovered the use of milk protein in cream cordial beverages (Bailey's Cream Liquor), which soon thereafter spun off in a separate division Creamy Creation (FrieslandCampina). In 1980 Henk created the highly successful Refit Total Milk Protein concept and spearheaded its performance research in partnership with the Olympic Medical Research programs and implemented at the Los Angeles and Seoul Olympic Games.

In 1996 he developed the very first series of hybrid beef burgers infused with sustainable plant protein ingredients for McDonald's Philippines. Known as "Burger McDo" this burger remains the world's best-selling hamburger throughout the McDonald's franchise system. Henk also developed and researched soy protein sports nutrition products, including product use at the Olympic Games in Atlanta, Barcelona, and Sydney.

Henk is the author of 500+ articles, as well as 16 books, with his most recent book "Sustainable Protein Solutions" published in March 2021. Throughout his career Henk has contributed significantly to academia, including presenting to technology papers at leading universities and coaching MBA students interested in shaping our food system. He regularly advises banks and venture capital companies on protein market dynamics, and contributes to their research and positioning.

For additional information on Henk visit www.henkhoogenkamp.com.