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Authenticate

Authenticate IS appoints technical director

Leading edge food supply chain mapping provider Authenticate IS has appointed Dawn Welham as technical director, strengthening its expertise in the retail, food manufacture and agribusiness industries.

With a 30 year track record across food and non-food safety, product integrity and global supply chains, Dawn's experience includes spending 13 years with Asda in a variety of roles, latterly as technical director. She has also acted as a strategic adviser in technical governance for a leading food service provider to the manufacturing and retail sectors. Dawn has worked as global technical director and thought leader for a leading global compliance business, and has been an advisory board member of TiFSiP (The Institute of Food Safety Integrity & Protection).

In her new role at Authenticate IS, Dawn will be responsible for working with the senior management team to further develop the company's strategic vision of delivering a truly disruptive platform, delivering actionable insight for the global food chain. With over 8,000 food companies already using its unique supplier linking data platform, Dawn will be working with Authenticate IS members to help ensure they get the maximum benefit from the system in terms of compliance and mitigating risk.

Rick Sanderson, chief commercial officer of Authenticate IS, comments: "With many years' experience within the food sector, including working for one of the UK's leading supermarkets, Dawn has first hand knowledge of the pressures facing technical managers and their need to have complete confidence in a mapping platform which enables them to track all suppliers, both direct and indirect, from farm to fork.

"Dawn will play a key role in working with us to ensure the platform evolves in line with our members' changing needs and also to make more food businesses aware of how the system could give them an edge on cost-effective supply chain management."

Dawn comments: "Having worked as a technical manager myself, I understand only too well how difficult it is for food businesses to understand and effectively manage today's complex, global supply chains and so I also know what the Authenticate IS platform needs to deliver. I see my role as bringing together a sophisticated technology solution with the ever-increasing requirements facing technical managers.

"Quite simply, I believe that Authenticate IS a must-have for food businesses. Having been designed specifically for the food and drinks industry, it enables the secure sharing of compliance data and gives greater transparency via audits and assessments as well as highlighting key areas such as sustainability, ethical trading, animal welfare and food safety.

"I'm really excited to be joining a world class supply chain mapping business; it's an ideal opportunity to combine my experience of technical leadership with a brilliant tool that enables supply chain transparency at the press of a button. It is all about supporting well intentioned businesses with systems by taking the complexity and cost out of compliance."