

Bob Jones

Bob is currently a principal at Scientia Advisors, an international management and strategy consulting firm with a concentration in biotechnology and life sciences.

Bob was most recently President and CEO of Vitasoy USA, Inc., the USA's largest marketer and manufacturer of tofu. Vitasoy also pioneered soymilk in the USA. When Bob joined Vitasoy in March of 2004, it was clearly presented as a turnaround. Over the next two years, Bob consolidated the manufacturing operations, improved the supply chain logistics, reduced headcount, upgraded the management team and the sales force, repositioned the company and its products, and jump-started new product development. He was instrumental in turning around a troubled company.



In the ten years before joining Vitasoy, Bob launched three start-ups in the medical nutrition field. Each company addressed chronic medical disorders such as diabetes via specifically targeted nutrition products (rather than with drugs). All three start-ups were with staff and faculty at Harvard Medical School. Each start-up turned leading edge science into accessible consumer products that were sold through retail pharmacies.

Bob has held executive positions at a number of other companies, including Abbott Laboratories and Baxter International. He has two awarded patents. He has an A.B. in biology from Princeton University, and an M.S.M. from the Sloan School at M.I.T. After hours, Bob plays in a blues band in the Boston area, is a springboard diver and is an enthusiastic motorcyclist. He lives with his wife and three children in Belmont, MA.