



Whitepaper | WUR-TIAS Executive MBA in F&A programme

“I aspire to bring about positive change in our world, serving society by transforming business”

Ryan Clifford has been with Unilever for over 10 years, and after graduating cum laude from the EMBA Food & Agribusiness in 2022, he was promoted to become a global research & development innovation manager. Ryan’s aim is to “serve society by transforming business, by simplifying solutions for complex problems”, with that, Ryan hopes to make food that is better for people and better for the planet. “I aspire to bring about positive change in our world, serving society by transforming business. To become a decisive leader, who is fully equipped with the tools to navigate myself and others towards the common goal of achieving sustainability in our food systems.”



“My experiences working for Unilever, a company consistently ranked as an industry leader in the Dow Jones Sustainability Index, gave me insight into the complexities of, and necessity for, food industry leaders to take an inclusive and collaborative approach, to confront and challenge stakeholders, power-structures and, dare I say, our consumers. Through purposive innovation, entrepreneurial business development and thought-leadership, Unilever and its leaders in many ways inspired me to progress in this direction.”

Transformation

Ryan is involved in the Global R&D Design function for Unilever’s Nutrition business group, working on food innovation in the scratch-cooking & snacking team. “Providing sustainable, good quality food for the 10 billion-plus people who will exist on earth in the near future, is quite a challenge. There is an urgent need for longer-term, sustainable business strategies and models, in close cooperation with various stakeholders. I started this EMBA in order to become a better business partner, working with different functions, and to understand the food industry more thoroughly in order to contribute to the transformation of the food and agribusiness sector.”

Network

The EMBA programme helped Ryan Clifford to improve his management skills. “It was also very important for me to expand my network with like-minded people and to get a better understanding of the broader aspects of the food industry. I am a food scientist by training, but if you really want to have an impact, you also need a broader perspective on the business aspects and the environmental impact of the food industry. With a broader appreciation for the challenges, you can start to have a broader impact with simplified solutions”.



Real-life business scenarios

For his Capstone project, Ryan got in touch with a US based start-up involved in making real honey without bees and wrote a strategic marketing plan for the company in order to help them to expand their novel product in Europe. “Following all the different modules of the EMBA Food & Agribusiness programme has provided me with a unique opportunity for having challenging conversations with various kinds of experts on all sorts of practical, real-life

business scenarios. “After his graduation from TIAS-WUR, Ryan’s responsibilities and his impact have grown. “I’m now involved in shaping the future of Unilever’s Nutrition business, far more than I would have been without this EMBA, and I have a bigger team, which means I have the opportunity to inspire and lead the future of the food industry towards a brighter future.”

The world needs a new generation of skilled professionals to tackle the challenges in agribusiness. The Executive MBA in F&A can help you to make sustainable changes in food and agriculture and in doing so, change the face of our future world. **Here you can find more information about the MBA Programme.**



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Personal consultation

Would you like to know more about the Executive MBA in Food & Agribusiness? Contact our programme adviser:



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