



Alex Ward

Chief Operating Officer, Next Gen Foods

Alex Ward is the Chief Operating Officer of Next Gen Foods — the creators of TiNDLE, chicken made from plants — a Singapore-based global food tech company combining unique and powerful plant proteins to provide the most incredible culinary and dining experience in the world.

Alex has more than 25 years of experience in a B2B environment. He started his career selling consumer research programs to food companies in Europe. In 1999, he moved to Australia and then Singapore with a leading Internet audience measurement and research company, to establish the business for the Asia Pacific region. Since 2001, he has headed consumer insight, product innovation, and sales functions for the big brands in the flavor and fragrance industry. In his work, Alex has a unique insight into what consumers love to eat and drink, and uses that expertise to sell taste experiences to the F&B industry, through the great tasting products his teams have developed.

Most recently, Alex was the Head of Regional Innovation at Givaudan, where he led their investment in the new Protein Innovation Centre in Singapore and built a strong partner network in APAC to develop and manufacture meat analogues.

Alex is a regular speaker at alternative protein industry events, and sits on the Academic Advisory Board for the Food Science and Technology faculty at National University of Singapore. He has a passion for the alternative protein industry and wants to help change the global food system to a model better suited to the needs of this time.

Right after first meeting Timo and Andre, Alex was hooked onto the entrepreneurial culture of the Next Gen team and welcomed the opportunity to build a company that is breaking the mold. Alex believes that alternative protein has created a unique turning point in the history of the global food industry, and TiNDLE, ridiculously good chicken made from plants, couldn't have come at a better time to dinner plates around the world. He is excited to use everything he has learnt about food so far, and leave a positive and delicious impact on the planet, all with the explosive power of plants.