Bob Jones

Bob is CEO of Scientific Nutrition Products, Inc. The company addresses medical conditions by creating and selling nutrition-based products. Their first product is a 2½ oz. beverage that promotes sleep. Food for Sleep.

Bob was previously a Principal at Scientia Advisors, a strategy consulting firm, where Bob led the Nutrition and Wellness practice. Prior to Scientia, Bob was President and CEO of Vitasoy USA, Inc., the nation's largest marketer and manufacturer of tofu and the pioneer of soymilk in America. This was a management turn-around. In a two-year period, 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.

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 company turned leading-edge science into consumer products that were sold through retail pharmacies.

Bob has held executive positions at several other companies, including Abbott Laboratories and Baxter International. He has two awarded patents in the field of nutrition. He is an active mentor with MIT's Venture Mentoring Service and has served as a judge in MIT's 100K Business Plan Competition. He has an A.B. in biology from Princeton University, and an MSM (MBA + thesis) from MIT Sloan. After hours, Bob plays in a blues band in the Boston area, is a springboard diver and an enthusiastic motorcyclist.