Dimitra Sentelidou

Profile

Double-masters qualified registered nutritionist and food scientist with over 18 years of experience in product development, quality assurance, marketing, and customer service. Proven success in both independent and team environments, adept at communication across all levels. Results-oriented in fast-paced settings, excelling in deadline-driven multitasking. Positive problem solver and innovative thinker, dedicated to driving business forward. Diligent project manager and creative product developer with a genuine passion for nutrition. Committed to upholding quality standards and continuous improvement.

Key Skills

- Nutrition and Food science
- Product development and Innovation
- Product strategy
- Project management (Google certificate)
- English (fluent), French (fluent), Italian (intermediate), Greek (native)

Employment History

January 2025-present
Head of Science and Innovation
Healthia. Thessaloniki (www.healthia.gr)

- Lead the development and execution of innovative strategies for products and services.
- Manage regulatory affairs to ensure full compliance with EU and US legislation.
- Deliver technical training and provide strategic support for marketing and sales initiatives.
- Foster business growth through creative and forward-thinking solutions.

March 2020 – present
Nutrition Innovation and Product Development consultant
Freelance, London-Thessaloniki-Athens

- Product development of healthy foods and food supplements from concept to launch.
- Regulatory advice for food products-supplements and compliance with EU/US legislation.
- Guidance on branding, product strategy and positioning following market trends.
- Recipe development for individuals and the hospitality sector including cafes, delis, restaurants.
- Nutritional advice and dietary plans to individuals, small groups and organisations.

October 2022 – March 2024
Head of Product & Business Development
Personal Wellness, Thessaloniki (www.personalwellness.health) –Nutrition & wellness centre

- Introduction of innovative services and product categories aligned with market needs.
- Coordination, supervision, and strategic planning of the Personal Wellness Experience in Wellness Hospitality.
- Active participation in Marketing department and contribution to strategic marketing planning.
- Participation in Personal Nutrition department as a registered nutritionist.

October 2021 – October 2022
Head of Science & Product Innovation
Personalised Co, London (www.personalised.co.uk) - Food supplements and wellness

- Led science, product development and innovation.
- Ensured the highest quality food supplements are delivered to every customer to meet individual needs.
- In charge of customer nutrition clinics, lab-testing kits and empowering customers acquire healthier lifestyle.
- Responsible for customer journey and customer care.

September 2014 – March 2020
Head of Product Development& Operations Director - Shareholder
Sense Products Ltd, London (www.senseproducts.co.uk) - Food supplements and wellness

- Product development, technical and operational management of food supplements, superfood powders, energy drinks from concept through launch. (total of 26 SKUs, which raised over £0.7 million through fund raising.)
- Dealt with quality assurance, product safety, regulatory affairs, packaging specs, labelling.
- Dealt with suppliers, wholesalers, stockists and established healthy professional relationships.
- Responsible for logistics, distribution, and sales forecast to establish budget and volume requirements.
- In charge for marketing(non-digital), advertising and participation in Trade Shows and corporate events.
- Responsible for business development and sales in London area, wholesalers and e-commerce .

April 2012 – March 2014
Product Development Manager- Nutritionist
HealthAid Ltd, London www.healthaid.co.uk - Food supplements

- Developed new formulations and improved existing range. (total: 51 SKUs)
- Managed packaging, labelling and compliance with EU/US Regulations.
- Coordinated sales and marketing activity.
- Handled queries from private customers, wholesalers, export customers and distributors.
- Responsible for export products in 56 countries and key accounts: Spain, Greece, Italy, UAE and USA.
- Dealt with suppliers for quotations, orders and deliveries and successfully negotiated costs.
- Trained sales force and distributors on new/existing products to fortify technical knowledge and drive sales.

May 2011 – October 2011
Researcher in human study at Hugh Sinclair human nutrition group
University of Reading- Hugh Sinclair Nutrition Group (www.reading.ac.uk/HSUHN)

- Participated as a researcher in a dietary human intervention study (DIVAS study) funded by the British Government.
- Investigated the effects of dietary fats on vascular function, arterial stiffness, and blood pressure.
- Involved with volunteers for clinical measurements, provided nutritional advice and diet plans.
- Performed statistical analysis for data collected from 224 volunteers. (software used: Diet Plan 6, SPSS)

May 2006 – September 2010
Product Development & Quality Assurance Scientist
Terkenlis SA, Greece (www.terkenlis.gr) -Food manufacture, bakery goods

- Improved organoleptic characteristics of the company's best-selling products which positive result in sales growth and increased customer satisfaction.
- Managed labelling, packaging, and compliance with EU directives.
- Supervised maintenance of quality systems; HACCP, ISO 22000 and trained staff on QA systems.

October 2008 – May 2010
Nutrition Coach
Aristoteleion University of Thessaloniki (www.auth.gr/en)

- Tutored in an educational program concerning nutrition for teenagers and children.
- Incorporated role-playing activities and interactive computer games to stimulate interest in balanced nutrition.
- Encouraged critical thinking through debate and examples from daily eating practices.

Education and Qualifications

2010–2011: University of Reading
MSc Nutrition and Food Science

2023-pursuing: University of Greenwich
BSc Nutrition and Dietetics

2003–2009: Aristotle University of Thessaloniki
MSc /BSc in Food Science and Technology (Faculty of Agriculture)

2018–2021: College of Naturopathic Medicine (CNM)
Diploma in Naturopathy and Herbal Medicine

2013–2015: Chartered Institute of Marketing
Diploma in Marketing

Other Qualifications:
LEVEL 4 CIEH Award in Food Safety
LEVEL 2 Award in Behaviours, Attitudes and
Attributes LEVEL 2 Certificate in the Principles of
Customer ServiceFirst aid certificate
200+200+100 RYT Yoga Alliance