

About Annet Hoek



The interests and career of Annet Hoek (born 1973, The Netherlands) can essentially be described by 3 keywords: Products, Behaviour, and Foods.

It first started with *products* and product design. After graduation from secondary school (1991), Annet went to Delft University of Technology and obtained the 'propedeuse' (preliminary exams) in Industrial Design Engineering (1993). At that time, she became more curious about 'living objects': How are they build? How and why do they *behave and react* as they do? She therefore continued her studies in Biology at Leiden University and graduated in 1998 (MSc degree). The passion for *food and nutrition* started at the physiological side, but extended more and more to the psychological aspects of eating and foods. Besides her work in commercial positions, she followed a part-time course in Human Nutrition and Metabolism (University of Sheffield, UK) until 2004 and obtained her MMedSci degree. In 2001, she started at Wageningen University with the PhD project described in this thesis, which actually combined her 3 main interests. The design, coordination, and execution of the consumer studies were alternated with other valuable activities: e.g. lecturing, supervision of 10 MSc students, and the organisation of a visiting tour and symposia for fellow PhD's in Australia. After 4 years of doing consumer research at the university, Annet went to focus more on the practical side. She worked with, and for, food companies on several food-related topics in which 'the consumer' is central: e.g. qualitative consumer research and consultancy, set-up and coordination of a nutrition & health activity plan for the Dutch food and grocery industry, establishing a consumer-orientation in R&D departments, and organisation of several symposia on foods and innovation.

Annet will continue with her passion to bridge different disciplines and worlds by bringing different people and ideas together: from science and daily practise, and from marketing and R&D. Meeting interesting people who enjoy good food, drinks, and discussions is a lucky incidental circumstance of the job.

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