



# FoodTech Innovations: A Taste and Toast Meetup

Thursday | May 16, 2023 | 5:00 PM – 8:00 PM

## Event Overview

Dive into a flavorful evening at FoodTech Innovations: A Taste and Toast Meetup, where food lovers and beverage tech enthusiasts come together to see what is at the forefront of all things around food and drinks. Set in the heart of Silicon Valley, our meetup welcomes you to try out some gourmet bites and a variety of artisanal drinks, carefully curated to delight your taste buds.

This interactive gathering is the perfect opportunity to mingle with fellow gastronomes, learn through the radar all the trends happening in the industry as well as connect with others also involved in the food and drink space. In collaboration with Keizai Silicon Valley, Sake Generation will be providing samples for sake tasting to inaugurate the networking session of our evening.

Join us for an evening of learning what's at the forefront of food, drinks, and lively discussions with other world-renowned influencers and followers.

**Speakers:** **CHARLES PEARSON** — Director of Consumer Research at Kitchen Town  
**KOJI YAMADA** — Director at Otsuka Innovation CO-LAB  
**FERNANDO LORENZO** — Research Analyst at VALUENEX

**Date:** **Thursday, May 16, 2023**  
Door opens & Check-in: 5:00 PM – 5:30 PM  
Discussions & Program: 5:30 PM – 6:30 PM  
Light Meal & Drink / Networking: 6:30 PM – 8:00 PM

**Venue:** **Japan Innovation Campus**  
214 Homer Avenue • Palo Alto, CA 94301

**Fees:** \$15: Early Bird Discount for first 20 registrations by Friday, May 10 (11PM)  
\$20: Regular Registration by Tuesday, May 14 (11 PM)  
\$35: Late Registration by Thursday, May 16 (Noon)  
\$50: Walk-ins (Seats are limited and may not be available)  
Food and beverages will be served.

**Registration:** <http://www.keizai.org>



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.

## Featured Panelists & Moderators



**CHARLES PEARSON, Director of Consumer Research, Kitchen Town**

Charles Pearson serves as the Director of Consumer Research at Kitchen Town, leveraging a robust background in user-centered design and research. With an educational foundation in Cultural Anthropology from the University of California, Davis, Pearson's career has spanned roles at notable organizations including Adobe, Dropbox, and Clover Health, where he has championed user experience and research methodologies. At Adobe, he notably contributed to the Photoshop product team by implementing user-centered design processes. His leadership and mentoring abilities were also recognized at First Round Capital, highlighting his influence and expertise in the field.



**KOJI YAMADA, Director, Otsuka Innovation CO-LAB**

Koji Yamada is the Director at Otsuka Holdings Co., Ltd., where he serves as a Strategist within the Nutraceutical Business at the Global Strategy and Planning Headquarters in Global Innovation. His role involves strategic planning and innovation within the company's nutraceutical segment, which includes food and drink products that provide health benefits beyond basic nutrition. Yamada graduated with his Master degrees in Biochemistry from Sophia University, and an MBA from Purdue University Daniels School of Business.



**FERNANDO LORENZO, Research Analyst, Valuenex Inc.**

Fernando Lorenzo is a research analyst known for organizing and presenting the latest insights and trends across numerous industries to many senior Fortune 500 executives, multinational investors, and venture capitalists. His professional expertise is extensive, covering areas like big data analytics, machine learning, NLP methodologies, and strategic planning. Lorenzo graduated from Harvard University with his Masters studying Data Analytics and Management. Born and raised in Los Angeles, CA to an entrepreneurial family, his past roles include fundraising on behalf of startups around the world as well as acting and modeling throughout Hollywood.

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