



INNOVATION CAPABILITY STATEMENT

Dairy Protein Innovation · NPD Strategy · Value Creation

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ABOUT BASIS ADVISORY

Basis Advisory is a specialist food science and dairy ingredients consultancy supporting dairy ingredient manufacturers, whey processors and protein ingredient businesses with practical, commercially focused innovation advisory.

We help clients strengthen innovation strategy, prioritise R&D investment, develop new products, create value from dairy protein streams and build more focused, commercially relevant innovation pipelines.

The consultancy is led by Dr Marianthi Faka, a PhD-trained food scientist with 17 years of senior industry experience across dairy protein innovation, product development, technical strategy and innovation leadership. Her experience spans executive-level innovation, pipeline governance, product commercialisation, technical-commercial translation and customer-facing product positioning.

CORE INNOVATION AREAS

Innovation strategy	Innovation strategy design, 5-year planning, pipeline review, stage-gate governance and independent opportunity feasibility assessment
New product development	End-to-end NPD support from concept and ingredient selection through to scale-up and product assessment
Dairy protein innovation	WPC, WPI, clear whey and high-protein ingredient opportunities
Side stream value creation	Opportunity mapping and concept development for high-fat WPC and whey-derived side streams
Technical-commercial translation	Turning customer needs, market signals and technical capability into practical R&D briefs
Product positioning	Technical value propositions, product narratives and customer-facing innovation positioning
Innovation governance	Project structure, decision-making frameworks, stage-gate thinking and cross-functional alignment

INNOVATION & INDUSTRY EXPERIENCE

Basis Advisory's innovation work is led by Dr Marianthi Faka, who has led innovation at executive level inside major dairy ingredient businesses, with responsibility for strategy, pipeline governance, product development and technical commercialisation across international markets.

Her experience spans the full innovation cycle, from opportunity identification and concept development through to manufacturing scale-up, product launch and customer adoption across European and Asian markets. Her work has included clear whey protein development, high-fat whey streams, WPC and WPI ingredient platforms, and expansion into high-growth application areas.

She has worked closely with R&D, manufacturing, commercial, quality and customer-facing teams, translating complex dairy protein science into practical product decisions, commercially relevant narratives and manufacturable solutions. Her experience is reinforced by doctoral research in dairy protein

functionality, peer-reviewed publications on whey protein science and dairy processing, and doctoral supervision at the Universities of Reading and Aberystwyth.

OUR INNOVATION ADVISORY APPROACH

Basis Advisory’s innovation approach is collaborative, evidence-based and grounded in the practical realities of dairy ingredient manufacturing. We help clients define the right questions, evaluate opportunities with scientific rigour and move from technical or commercial uncertainty to clear, actionable next steps.

Many dairy ingredient businesses have no shortage of ideas, but projects can stall, pipelines can become cluttered and R&D effort does not always translate into products that reach the market. Basis Advisory brings the structure, commercial discipline and technical judgement needed to cut through that complexity, helping businesses prioritise the right opportunities, make decisions with confidence and move innovation forward.

TYPICAL CLIENT NEEDS WE ADDRESS

Basis Advisory supports dairy ingredient manufacturers through focused innovation projects, independent pipeline review and longer-term R&D and portfolio advisory support.

Ideal for: dairy ingredient manufacturers, whey processors, protein ingredient businesses, R&D teams, innovation teams, technical teams and commercial teams requiring structured innovation support.

Client Need	Potential Support
Unclear innovation direction	Innovation strategy design, 5-year planning, opportunity prioritisation and R&D focus areas
Pipeline pressure	Innovation pipeline review, stage-gate governance and independent opportunity feasibility assessment
New product development	End-to-end NPD support from concept and ingredient selection through to scale-up and product assessment
Side stream value creation	Opportunity mapping and concept development for high-fat WPC and whey-derived side streams
Customer-led innovation	Translation of customer needs and market signals into technical development briefs
Product positioning	Technical value propositions, product narratives and customer-facing innovation messaging
Commercial-technical alignment	Support for R&D, commercial, technical and leadership teams to align around realistic opportunities
Internal innovation capability	Bespoke workshops and training on innovation management, opportunity assessment, stage-gate governance and technical-commercial thinking

PROFESSIONAL CREDENTIALS

17 years’ senior experience: Arla Foods Ingredients · Volac Whey Nutrition · Volac International
PhD in Food Biosciences – University of Reading, UK & University of Queensland, AUS
MSc in Food Science – University of Reading, UK
BSc in Microbiology – University of Kent, UK
11 peer-reviewed publications on whey protein functionality, sensory science, and dairy processing