



**Mrs. ir. Martine van der Mast, WUR Food & Biobased Research,
the Netherlands**

ir. Martine van der Mast is the program manager of Nutrition and Health. She is a key scientist in the Personalised Nutrition & Health programme. The Personalised Nutrition & Health consortium, a joint initiative of WUR and TNO (a Dutch public R&D organization for applied science) is a long-term public/private partnership within the Agri. & Food Top Sector in the Netherlands. The consortium is researching the technology and knowledge needed to enable personalised nutritional and health advice such as healthy choice of food, taking an integrated approach based on multiple disciplines from life sciences and behavioural research to data analysis and sensor technology. The consortium partners include major food distributors and grocery supermarket chains, and therefore, application of big data for consumer behaviour analysis and development of the derived business models are also their major research subjects.