

**Jo Pye,  
Director of Insights APAC  
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Jo Pye is the Director of Insights for the Asia Pacific region and manages a diverse and motivated team of people who work on the development and delivery of key insight for Intel's clients. With over 15 years of experience in marketing and technical roles in the ingredients & FMCG industry, Jo brings a wealth of experience of working within both local and global organisations. Jo offers a unique, practical & passionate perspective on the consumer market place and the future of product development.

Jo regularly presents product insight sessions and insight presentations to many of the leading FMCG organisations in the Asia Pacific region and is strategically involved in the development and growth of Intel's products & client servicing both on a regional and global level. Her passion is turning insights into tangible opportunities for Intel clients.

Jo holds an MBA and an Applied Science Degree in Food & Nutrition. Currently based in Intel's Shanghai office Jo is enjoying a China experience with her young family.