



**Ms. SEEMA ATREYA
CONSULTANT**

Food Industry Veteran with 2.5 decades of experience in Quality Assurance, R&D and regulatory. She has been part of KFC and Pizza Hut startups in India, Dominos and Haldirams. She is currently a consultant and consults on developing new products/ concepts, setting up quality systems and training concepts.

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Professional Profile

- **Product Development, Vendor Development, Supply Chain & Quality Assurance** professional with 25 + years of experience
- Rich experience in spearheading entire gamut of product / process / vendor development & quality assurance fundamentals inclusive of food safety systems, staff training, lead auditor training capabilities.
- Resourceful in developing effective and robust food supply chain
- Well experienced in quality assurance systems for improved organizational functioning.
- An exemplary communicator both in English & Hindi with expertise in liaising with top management.
- Develop and Manage Training team for the organization

Key Performance Areas

Quality Assurance

- Administer the supply chain movements
- Regular vendors/stores checks to ensure required standards of Raw material
- Initiate food safety, sanitation program and training
- Design & Develop Job aids / SOP
- Develop tools to measure Quality standards
- Develop a Quality Culture in the organization
- Factory Certifications : ISO & BRC

Product & Supply Chain Development

- Vendor & Supply Chain development for consistent and quality supply
- Improvisation of production process
- Design & launch new products
- Identify need for improvement of products
- Reduction of operative costs

Training Related Activities:

- Training and Certification of restaurant staff in Food safety and other related issues.
- Train the trainer and staff on new products

Overseas Experience

Visited the following Food Processing Plants to study Process and Food Safety Systems

- Griffith Labs: Food Flavors & Premixes and Blends, Hong Kong
- Lucllus: Meat Processing Plant, HongKong
- Earthgrains : Bakery and Milling Plant, Dallas, US

- *Fresh Express: Vegetable Processing Plant, Dallas, US*
- *Rossini: Meat Processing Plant, Dallas, US*
- *Kettle Cook Foods: Meat Processing, Dallas, US*
- *CPI: Flour Miller and Frozen Dough Systems, Wichita, US*
- *Tyson: Poultry Processing Plant, Arkansas, US*
- *Garden Bakery, Hong Kong*
- *Trained on Pizza Hut Restaurant Operations in Hong Kong*
- *Trained on KFC Restaurant Operations in Kentucky, US Kentucky*

Professional Credentials

- *Workshop on Awareness & Implementation of Food Safety Systems: HACCP*
- *Lean Six Sigma*
- *HACCP and Lead Auditor Training: SGS India*
- *Lead Auditor ISO22000 from BSI*

PUBLICATIONS

- *M.Sc thesis titled "Aqueous Bi-phasic Systems: Partial Purification and Characterization of Beta-Galactosidase from Lactobacillus acidophilus"*

ASSOCIATIONS

Life Member: Association of Food Scientists and Technologists of India.

Life Member: Indian Dairy Association.

Speaker: Confederation of Indian Industries: Agro-Tech and Quality related Seminars

Special Achievements

- **Consulted FMCG brand for complete product range development of snacks**
- **Business process consultation with Sweet makers**
- **Contributed to "National Food Safety Awards Program " as Senior Assessor with CII. (Since 2010 to 2020)**
- **Conceptualized and Developed the Menu and Frozen Supply Chain for high end Indian Restaurant in "Great Indian restaurant Company"**
- **Promoted to Vice President from General Manager after 6 months of Joining Nirula's**
- **Received 'CEO's Discretionary Award' for Quality Initiatives within 6 months of joining the company (2001) Domino's.**
- **Menu Re-vamping : Evaluating product eliminations and additions on a routine basis**
- **"Consistency in quality" across stores: Outsource ingredients**
- **Created extremely successful products for the Menu: Garlic Bread, Thin Crust, Double Cheez Crunch, Cheese Burger Pizza**
- **Contributed to the bottom line by re-formulating product specifications and hence direct savings.**
- **Initiated approved Vendor Program for Purchasing of Mint Oil in the highly Dis-organized sector of Mint Oil dealers i**

OTHER INFORMATION :

<https://www.youtube.com/watch?v=14C8rHN-TZM>

IHE Webinar 2020 , Speaker

<https://www.youtube.com/watch>

(WMNC 2020) Baiju Mehta, Vikram Agarwal & Seema Atreya



▶ 34:35

Feb 18, 2020 - Uploaded by FSNM

Hyderabad hosted 3rd WMNC on 9th-10th Jan 2020. Hyderabad: Modernization of Indian Mithai and Namkeen .

[\[PDF\] Conference on FMCG & Retail](#)

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Ms. **Seema Atreya**. Head,. Product Dev. & Quality enhancement. Dominoe's Pizza India Limited. Ms. Sangeeta Gupta. Director, Client Services ...

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[National Seminar on Best Practices on Food Safety and Quality 07 ...](#)

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Managing Director. Punjab Agro Industries Corpn. 1715 – 1800 Hrs Supplier Audits. Ms **Seema Atreya**. Head-Product Development &. Quality Enhancement ...

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