



### **Boris Manhart, CEO**

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Boris Manhart is an experienced entrepreneur and has successfully (co-)founded four companies in the segments of FMCG marketing, fintech and cosmetics in recent years. In 2014, Boris cooperated with his colleague Roman Bleichenbacher to launch CodeCheck AG. Under his management, CodeCheck has experienced strong growth and also launched the market research product called CodeCheck Insights.

Topics: Entrepreneurship, sustainability, social enterprise



### **Roman Bleichenbacher, CSO and Founder**

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After graduating from Hyperwerk at the University of Applied Sciences in Basel, Roman Bleichenbacher began to implement the idea of using the bar code on products in order to evaluate them. The CodeCheck app and web service still operates on this basis today. As the Chief Science Officer, Bleichenbacher is responsible for the on-going continued development of the patented evaluation algorithm from CodeCheck. Bleichenbacher has worked for 15 years with the theme of conscious consumption and is a proven expert in this segment.

Topics: Conscious consumers, partnerships

## The Team

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### **José Ignacio Diaz Ordoñez, CTO**

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The experienced mobile developer and Team Leader Ordoñez has been CodeCheck's CTO since September 2018 and set up the current Development Team. In his prior function as the Mobile Team Leader at Young and Rubicam Switzerland, he was responsible for, among other tasks, the technical implementation of the discovery function of the Migros app and co-founded a video game studio.

Topics: IT, apps, mobile

## The Team

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### **Dr. Mandy Hecht, Head of Product CodeCheck Insights**

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As Head of Product CodeCheck Insights and a member of the Extended Management Board, Dr. Mandy Hecht passionately leads the B2B Division at CodeCheck and successfully implements the growth strategy. Working with profound motivation, she unites people with products, transforms data models into strategic recommendations for action and alters the market research while working together with her team and smart technologies. The experienced researcher and Change Manager is cooperating with leading global FMCG companies and strategic partners to deepen the understanding for modern consumers and enable the direct exchange of ideas which makes product innovations into sustainable successes. Mandy holds six patents in the haircare segment.

Topics: Actionable insights, data science, statistics, product innovation



## The Team

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### **Vanessa Dilg, Head of Product CodeCheck**

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Vanessa Dilg is a university graduate in Engineering with a specialisation in food Technology (Technical University). She focussed on the identification of food ingredients and wrote her thesis at Rudolf Wild GmbH & Co. KG. In 2016, Vanessa Dilg assumed responsibility for the management of the Research Division at CodeCheck and contributed to the development of the evaluations and algorithms. Since 2018, as Head of Product, she has been responsible for the CodeCheck app (B2C) and, since the beginning of the year, also for the technical product development of CodeCheck Insights (B2B).

## The Team

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### **Dr. Ruta Almedom, Head of Science**

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With her more than ten years of experience working at Procter & Gamble where she was able to contribute her expertise throughout the entire world in various segments from product development to technical marketing to consumer insights, she now leads the Research Team at CodeCheck.

Owing to her diverse work at Procter & Gamble, she is quite familiar with both consumers' needs as well as also companies' desire to innovate. Thus, she unites her excellent expertise in ingredients, formulated products, market requirements and consumer requests in order to be able to offer CodeCheck as a comprehensive tool for sustainable production and sustainable consumption.

Ruta Almedom specialised in Genetics, Molecular Biology and Biochemistry and earned her Doctorate at Johann Wolfgang Goethe University in Frankfurt am Main.

Topics: Ingredients, data science, product research