



we can help you
close the loop
for meals.

Bio24 is an elegant way to repurpose
single-use foodware & food waste.



TRIA is an
award-winning,
sustainable and
innovative foodware
company.



TRIA is a foodware company that puts **planet and people** first

TRIA is an award-winning, sustainable and innovative foodware company. We take an end-to-end approach in empowering our clients, from concept, development to manufacture, as well as lifecycle carbon assessments, to help them reach their sustainability goals. Our efforts have won accolades such as the Emerging Enterprise Award, Pentaward, ASEAN-Korea Excellent Design Award and Singapore Packaging Star Awards. We are also proud to share that our CEO Ng Pei Kang is a recipient of the Eco-Business's A-list for Sustainability Leadership.

TRIA is at a crucial juncture where we are scaling up our closed-loop solution, Bio24, to provide a table-to-farm solution for the food services industry. Bio24 has been showcased in over 70 global events over the past three years including Global Table Melbourne, Plasticity Thailand, Responsible Business Forum by United Nations. We were also mentioned at the 2019 Singapore Budget by Singapore's Deputy Prime Minister Heng Swee Keat, for our efforts towards Zero Waste.

www.triafoodware.com





TRIA PTE. LTD.

67 Ayer Rajah Crescent, #02-20/21, Singapore 139950

Senior Innovation Consultant

Circularity for plastics is a complex problem.

Where does the plastic waste goes after disposal? Most end up at the incinerator or landfill. In Singapore, the recycling rate for plastic remains at a low 4% while Japan, known for its municipal recycling efforts still stand at 14%. For the occasional PET bottle that does get recycled? It will likely become a polyester shirt that is used for one lifespan (1-3 yrs), thereafter discarded and landfilled. One will argue that this is still a linear economy model with a delay effect. This is a sad situation considering the advocacy of plastic recycling for more than 30 years. What is needed is a mass-market circular model that is about continuous repeatability without adverse effect on the environment, and there is hardly any example around.

The difficulty with plastic circularity is that it involves multiple stakeholders that spans across industries from manufacturing, retailer, real estate, waste industry to recyclers. It concerns not just the material, but also market forces, business models, consumer behavior and impact ownership. It is a complex systemic problem with no template answer because context matters. As such, we adopted a **solution approach** at TRIA that deep dives together with our clients to develop a long-term solution for each of them.

We are in an exciting phase of our journey where TRIA is equipped with our own game-changing technologies. Our award-winning product development capabilities also provides a strong leverage in customizing new solutions for our clients. On top of that, we have partnered research institutions for forefront studies on environmental science, materials and end-of-life technologies. We believe TRIA is well positioned to advice our client on their sustainability plans and more importantly see through to solutioning.

We are looking for a Senior Innovation Consultant to join our team. This individual will be instrumental to TRIA, as we make a push to change legacy industry mindsets and practices. He or she is a pathfinder and a problem solver, with a knack for connecting the dots and pulling together a solution even if heavily handicapped by constrains.





The scope

- Lead consultations with corporate clients to scope project, ideate solution with TRIA development team, be it a new product, new business solution, or sustainability roadmap, through to client management and deliverables;
- Conduct necessary research (ethnography, market, competition, sustainability, technology) and stakeholders immersion to better understand the as-is process and identify key pain points and unmet needs;
- Facilitate workshops/focus groups with stakeholders (Sr. Executive to C-level) using necessary frameworks and methodologies (empathy mapping, competitive analysis, value proposition house, service blueprints, category drivers, enablers and disablers, etc) to facilitate inputs and discussions. A good facilitation paves the way for strong internal (client) alignment and orchestration of decision;
- Derive and ideate solutions with TRIA development team, while interweaving the solutioning process to position TRIA as an active contributor of the value chain;
- Plan and project manage the development of the solution, along with TRIA's internal team and external agencies, designers, researchers and prototypers.

The person

- 5 years of innovation consulting experience with minimum 10 years of working experience. Proven experience in Product Marketing will be considered. These experiences must include hardware products (as opposed to just software);
- Fluid in the use of business modelling, value proposition creation and design thinking methodologies and tools;
- Corporate/MNC experience is a must, or demonstrate good structured thinking;
- An eye for spotting opportunities and creating them;
- Strong storytelling and articulation skills to convey ideas and inspire;
- Self-driving, pathfinder attitude that is nimble and adaptive. Entrepreneurship experience will be a bonus;
- Strong people management skills and savvy in facilitation;
- Passionate about environmental sustainability;
- Articulate in English. Chinese and Japanese will be a bonus;
- Qualifications does not matter, but proven experience does.

To apply, kindly write in to hr@triafoodware.com with your CV and portfolio (a must). We regret to inform that only shortlisted applicants will be contacted.