

EXECUTIVE BIOGRAPHY

Scott Svihula has carved out a niche as an expert in the specialty coffee and tea industry. His discerning palate has garnered him many industry awards and achievements. He further fortifies his multi-faceted skill set encompassing strategic planning, product development, operations, marketing, quality assurance, regulatory compliance, training, certification, sales and field-to-cup production management.



As a Tea and Coffee Specialist, Scott offers a deep understanding of the selection and maintenance of specialized brewing equipment, and the design, promotion, and marketing of new and fresh-to-market product offerings. He brings exceptional business acumen focused on enhancing sales and revenue growth within regional and nationally leading brands supported by impactful advertising, continuous research, and a talent for identifying and capitalizing on emerging market trends.

Scott's 25+ year career has taken him on an exciting journey where he has not only contributed to the growth of revenue, but also pioneered advancement in the industry. He launched his career with FETCO, a Chicago-based manufacturer and distributor of high-quality food service technology and equipment, where he earned successive promotions from District Sales Manager to Director of Marketing. In the latter position, he took the reins for all aspects of product marketing and business development for the US and Canadian markets and led the development and execution of strategic business plans, advertising campaigns, and marketing initiatives.

His successes in the company's coffee market earned him an invitation to commandeer the company's foray into the specialty and commodity tea markets, where his impact on growth and customer loyalty throughout this ten-year period earned him a reputation as a product expert with formidable entrepreneurial talents.

During this time, Scott found his calling and immersed himself in championing the continuous advancement and evolution of the specialty tea and coffee industry worldwide. Scott has maintained a prominent profile with such industry and trade associations as the Specialty Tea Institute, World Tea Academy, World Tea Expo, and Specialty Coffee Association. As a member of numerous advisory boards, educational committees, and certification programs, he has contributed immeasurably to the enhancement of tea and coffee knowledge in the United States and abroad, earning numerous invitations for speaking engagements and the honor of Master Brewer for the Coffee Expo's annual conference and exhibition.

Scott then served as Teasmith for Arizona's China Mist Tea Company, where he has designed internationally award-winning beverages while driving unprecedented sales in iced, hot, and ready-to-drink bottled teas to chefs, restaurateurs, and distributors to the food service industry. His role involved direct control of product development, procurement, regulation compliance and quality management. During his 8-year career at China Mist Tea Company, he delivered substantial improvements across quality, inventory control, product development, operations, regulatory and food safety. At the same time, he has rolled out innovative corporate trainings on all aspects of the business from field-to-cup production to water chemistry to food safety, HACCP and OSHA. Additionally, he partnered with the Taste Science Laboratory at Cornell University to conduct ground breaking research into tea's olfactory and sensory responses.

Scott then served as Operations Director for Teas Etc., a Florida-based company that provides ethically sourced direct trade specialty teas in private label and branded bulk and packaged teas with award winning in-house blending and flavoring. His role involved management of production, logistics, inventory control, purchasing, quality control, R&D, compliance and regulatory. Additionally, his role on the Leadership Team drove company's profitability and vision while gaining market share.

Scott then started his own tea and coffee consulting business, Hula Consulting, to offer a unique one stop service approach offering everything a company needs to grow, whether they are a start-up or have been in business for decades. His customized consulting approach allows companies to capitalize on his skills and knowledge to target specific growth areas. Hula Consulting services center around Regulatory Compliance, Certification Support, Product Development & Sourcing, and Training. Scott has also partnered with the World Tea Academy to offer a specialize training in flavoring and blending called Certified Tea Craftsman.