

Tech Talk:
Preparing for blockchain in “A New Era of Smarter Food Safety” by Kathy Barbeire

2020 AAFCO Midyear Meeting

Hyatt Regency

Albuquerque, New Mexico

Thursday, January 23, 2020

8:00–8:30 am

Grand Pavilion 1-5 Ballroom

To view meeting via WebEx register here:

https://zoom.us/webinar/register/WN_kFpPhIuHQdaY1SMp6-qY2A

Questions and live polling through Slido: Go to www.slido.com and type in event code #AAFCOM20



Bio: Throughout my career, I’ve helped organizations think of creative ways to (1) harness new technology to maximize effectiveness, (2) collect relevant data to measure and improve performance, and (3) use data to tell compelling stories to customers and stakeholders. In 2015, I joined CAT Squared, a developer of manufacturing execution systems (MES) for the food industry. As CAT Squared’s marketing manager, I monitor industry trends to (1) ensure our products are flexible enough to adapt to new industry standards and (2) prepare our customers for new technologies with the potential to disrupt the industry.

In my current role, I've represented CAT Squared as a participant in a blockchain learning group that has grown out of Blockchain for Arkansas (BC4AR), an initiative launched by Governor Asa Hutchinson to promote capacity building around blockchain technology. As my own knowledge and capacity grows, I develop new content to educate our supply chain partners and help them prepare for the transition ahead.

Prior to launching my career, I graduated magna cum laude from the University of Arkansas at Little Rock (UALR) with a Bachelor of Arts degree in professional and technical writing and a double minor in sociology and information technology. I later returned to UALR and completed the MBA program.