

Will Madden of Whole Brain Consulting Speaks at the Chicagoland Food and Beverage Network Founder's Series

CHICAGO, Ill., Sept. 18, 2019 (SEND2PRESS NEWSWIRE) – Chicago area's Will Madden, co-founder and senior partner of Whole Brain Consulting, speaks at the Chicagoland Food and Beverage Network Founder's Series, held September 25, 2019. The Founders Series is a CFBN series presented in partnership with CA Branding, Fifty Gazelles and PreBrands.



Send2Press® Newswire

This 5-part series of events focuses on creating conversations and connections for founders' from the growing and scaling companies of the Chicagoland start-up food scene. The Founders Series combines food, cutting edge conversation and networking.

This third event in the Founder's Series explores the question: "To Co-Pack or To Self Manufacture...which is best?" Experts speak in depth about sourcing a co-packer and determining what options are available and best for specific business opportunities.

Madden brings 20+ years of experience in the field of outsourced operations

and entrepreneurship to the table. Starting with a degree in business management from Georgia Tech, Madden began a career with five years at Nestle and five years at Little Lady Foods, working as an account manager. Madden then invested time learning the ins and outs of the industry first as the director of new business development at Hearthside Food Solutions and later as a key account manager at Fonterra.

Later Madden founded Right Brain Consulting, utilizing deep knowledge of the food industry to negotiate contracts between food companies and co-manufacturers, and started a candy company, Dulce Foods, all the while dabbling in the manufacturing and selling of sandwiches and managing the lucrative operation in a handful of hours each week. As Madden's influence in the industry grew, Madden merged Right Brain Consulting with BJH Food Safety, which now operates as Whole Brain Consulting.

Madden is a renowned thought leader, writer, and presenter recognized for consulting in the rapidly changing food industry partnership between suppliers, co-manufacturers, co-packers and food companies. In addition to authoring "Separating the Con Man From the Co Man: How to Source a Contract Manufacturer," Madden has contributed to the forward movement of the industry through multiple avenues and has served as an advisor and mentor to emerging food companies.

Today Madden is the co-founder of Whole Brain Consulting—a robust team of experienced food industry experts that provide a wide range of services, from co-manufacturer sourcing and contract negotiation to R&D, food quality, food safety and supply chain, logistics and operations management services.

Madden speaks on September 25, 2019 from 4:30 to 7:00 addressing the issue of self manufacturing vs co-manufacturing.

To learn more about Madden's presentation at the Chicagoland Food and Beverage Network Founder's Series visit:
<https://whole-brain-consulting.com/food-industry-news-articles/speaking-engagements-books-articles/>.

About Whole Brain Consulting:

Whole Brain Consulting, a consulting firm specializing in outsourced operations in the food industry, operates from offices in Chicago and Boulder. From supply chain and operations management to food safety, quality, and regulatory compliance, Whole Brain Consulting utilizes the cumulative expertise of over two dozen industry experts to solve problems for rising food companies.