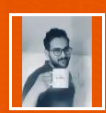


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Leadership

Food tech startup Natural Trace names venture capitalist CL Goh as new CEO

The appointment is expected to come good for the four-month-old company, which has shown robustness and resilience to survive the tough market and release its first product called Natural Tag.



Natural Trace, a Singapore-based food tech startup, has named CL Goh as its new CEO.

A venture capitalist and early investor through his firm Blue Incube Ventures, Goh will be working closely with the co-founders Dr Chantal Roth and Prof. Lukas Muller as they focus on expanding their offerings and kick-start more research and development.

"I look forward to leading and supporting the Natural Trace team in its mission to solve traditional food traceability and provenance issues with in-product tagging technology," Goh said.

The appointment is expected to come good for the four-month-old company, which has shown robustness and resilience to survive the tough market and release its first product, Natural Tag. The product is a patented- food grade microbial identifier which can be added to any food product for supply chain visibility.

"This positive result with coffee beans adds to NaturalTag's growing repertoire of successful proofs of concept," the CEO said.

He also added that the firm is in discussions with a winery in New Zealand and a honey farm in Canada to incorporate NaturalTag into their products. The company looks to work with more growers in light of their successful tests with vanilla extract and palm oil and looks forward to tremendous success in future partnerships, he said.

Along with Goh's hiring, the company will also be looking to build and expand their Singapore team. It would be interesting to see how the company navigates the tricky waters of the global markets as they kick-start expansion.

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