

Adrian Timms, 2021

Adrian Timms is Assistant Teaching Professor, Agribusiness Management at The Pennsylvania State University. He teaches undergraduate courses in strategic management, business, and innovation topics.

Adrian had technical and consumer business roles in all aspects of innovation with Hershey Company, with Cadbury in the USA, and in the UK, working with familiar brands in several confectionery, snack and food product categories. After Hershey, he was Senior Director, Confections for Chew LLC, where his team developed products for global food company clients. Then, as an independent consultant, he provided innovation strategy and technical consulting services to startups, and small to large companies, before commencing his teaching career with Penn State.

Adrian's academic background includes BSc Honors in Food Science (University of Leeds, UK) and Master's in Food Marketing (St. Joseph's, Philadelphia, PA).

A 2018 inductee to Candy Hall of Fame for his services to the confectionery industry, Adrian has a long affiliation with PMCA. He is a past Chairman of the Research Committee, past President and Chairman of the Association. He has most recently been Chairman of Long-Range Planning and still serves on Marketing and other committees