

Bob Jones

Bob Jones is President and CEO of Vitasoy USA, Inc. Vitasoy is the nation's largest marketer and manufacturer of tofu, and one of the leading providers of soymilk. Prior to joining Vitasoy, Bob launched several start-ups in the nutrition field. He was President of Medical Foods, Inc., then President of Functional Foods, Inc., and most recently was President of Advanced Functional Foods International, Inc. At Advanced Functional Foods International, Bob built strategic alliances with Procter & Gamble and CVS Pharmacy, and led the creation and launch of a nutrition bar for weight management that is now selling in every CVS in the country.

Prior to the start-ups, Bob was Vice President of Sales and Marketing at NCI Medical Foods (in California), and also managed the clinical nutrition business at McGaw, Inc. He has also held sales and marketing positions at Abbott Laboratories and at Baxter International. He has two awarded patents. Bob has an A.B. in biology from Princeton University, and an M.S.M. from the Sloan School at M.I.T. After hours, Bob plays in a blues band in the Boston area, and is an enthusiastic motorcyclist. He lives with his wife and three children in Belmont.