

## Vincenzo Guida

Vincenzo Guida holds a master's degree in chemical engineering, from University of Napoli Federico II. From 1995 he is employed in P&G R&D department. After having worked in Italian research centers, in 2015 Vincenzo moved to Brussels Innovation Center, where he is R&D Senior Director Research Fellow. Vincenzo is responsible of Fabric and Home products design and development, covering all aspects from ideation and creation phases to industrial implementation. Vincenzo is an expert in complex fluids, as detergents or softeners, and in the optimization of their rheology, stability and performance as a function of formulation and production process. Industrial product design leverages a hybrid approach combining first principles modeling and empirical optimization. Recently, Vincenzo is specializing in the use of machine learning and big data analysis to accelerate and improve product development cycle. Vincenzo is author of more than 50 publications, including industrial patents and research articles.