

# Seafood Executive

Volume 1  
Issue 1  
2012



**THE POWER 100**

**SEAFOOD'S MOST POWERFUL EXECUTIVES**

YOUR ROUTE  
TO THE INDUSTRY

# SEAFOOD POWER 100



more details visit [www.seafoodmag.com](http://www.seafoodmag.com)

Welcome to the inaugural issue of Seafood Executive (SFE), a quarterly supplement to **Seafood International** magazine, the leading global publication for wholesale, retail and foodservice seafood buyers.

And welcome to the *first ever* Seafood Power 100 – a ranking of the 100 most powerful executives in the global seafood industry.

The Power 100 has never been done before. The ranking is the result of months of research, debate – and a bit of arguing – among the editors of IntraFish Media. This exclusive ranking highlights the very best and brightest the global seafood industry has to offer.

We focused our ranking on traditional seafood industry executives and did not include retail and foodservice buyers.

While buyers certainly wield enormous power, the focus of the Power 100 ranking and Seafood Executive magazine is on those who produce and supply seafood for world markets.

You might agree or disagree with some of the choices in this ranking, but we're sure it will be impossible for you not to enjoy reading the first-ever Seafood Power 100.

## WE BASED OUR RANKING ON 5 CRITERIA:

### 1 GLOBAL RECOGNITION

Does the executive have reach, power and a "brand" that extends beyond his or her own region?

### 2 RAW MATERIAL

Sitting atop resources is the true power in today's industry. Does he or she control or influence a significant amount of product flow?

### 3 PRESENCE

What happens when this person enters a room? Does he or she elicit fear? Excitement? Scorn? Would this person's exit from his or her role or from the industry be headline news?

### 4 AMBITION

Is the person actively growing his or her own company? Does he or she have a track record of expansion?

### 5 INFLUENCE

Can this executive make decisions that change the course of his or her sector, and the broader seafood industry? Is he or she active and visible in efforts to lead change?

## 95. JAE PARK

PROFESSOR, OREGON STATE UNIVERSITY

Park sits atop a surimi research empire. His Surimi Forums are now the must-attend event for the sector; and he's franchised from the US into Europe and Asia.

## 96. JIN WOO JOO

CEO, SAJO INDUSTRIES

Joo has grown his Korean business with mergers and acquisitions, and has sights on further growth.



## 97. JAMES IANELLI

RESEARCH BIOLOGIST, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)

Ianelli's predictions on the health of the Alaska pollock sector move markets minutes after he announces them.

## 98. JON KRISTJANSSON

FISHERIES SCIENTIST

One of the very few who challenge the accepted maxims of fisheries management in Iceland. His opinions have sparked plenty of debate.

## 99. ALDA MOELLER

SECRETARY, GROUND FISH FORUM

Why does a quiet Iceland-based consultant make the list? Because she holds the keys to the Groundfish Forum -- the most important exclusive gathering of seafood executives there is.

## 100. PHIL FITZPATRICK

SENIOR ADVISOR,  
AGRI-MARINE

Everybody wants a piece of Fitzpatrick. He's been sought out for advice by dozens of major multinational seafood companies, and remains a

