

Eric Christopher Freese

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PROFESSIONAL SUMMARY

As an experienced scientist, I have had the opportunity to work in various roles that span product innovation, digital ecosystems, and human health and performance. Throughout my career, I have led the development and commercialization of new products, driven digital connectivity, and delivered personalized health and nutrition to solutions to individuals ranging from elite athletes to the general population. My work has involved collaborating with internal and external partners, developing strong leadership skills for delivering business-facing innovation, driving strategy development, and managing budgets and resources effectively. I am passionate about leveraging science to improve people's lives, and I thrive in fast-paced, dynamic environments where innovation and teamwork are highly valued.

SKILLS

- Strategic planning
- Roadmap development
- People Leadership
- Relationship building
- Data-driven approach
- Product Management
- Analytical thinking
- Organization health
- Effective communication

EXPERIENCE

Senior Manager/Principal Scientist GSSI Digital Ecosystems

Gatorade Sports Science Institute, PepsiCo, Life Sciences R&D, 2019 - Current

Promoted to Senior Manager in 2024 to drive the GSSI Digital Living Labs strategy, focusing on leveraging science for consumer personalization and supporting tech scouting and open innovation for broader personalization goals.

- **Led the development and commercialization of GSSI Labs**, a digital research hub democratizing access to the Gatorade Sports Science Institute; owned product development and roadmapping, aligned PepsiCo R&D leadership on strategic vision, and secured additional funding by demonstrating alignment with company priorities and market opportunities.
- **Led the scientific development and commercialization of the Gatorade Digital Ecosystem (Gx)**, a commercial platform that delivers personalized sports nutrition, hydration, and training insights.
- **Drove strategic research roadmaps** to scale personalization and user engagement, focusing on democratizing sports science through hydration, training, and nutrition initiatives.
- **Led a team of three researchers and scientists** to support GSSI initiatives, including research, service, and education.
- **Successfully integrated Gx Sweat Patch and Gx Smart Bottle** into the Gx app, enabling athletes to achieve their performance goals through innovative, science-backed technology.
- **Fostered strong collaborative relationships** with partners in PepsiCo R&D, the Gatorade Next Gen, and Gatorade Partner Services business units to drive project success and enhance the Gatorade brand.

- **Supported brand and media launch initiatives** that generated over 6 billion impressions, significantly increasing brand awareness and reputation.
- **Managed project and operation budgets totaling \$200k**, ensuring efficient allocation of resources and achieving key performance indicators.

Principal Scientist GSSI Satellite Facility

Gatorade Sports Science Institute, PepsiCo, Life Sciences R&D, 2018 - 2024

- **Led the development and implementation** of the GSSI Frisco satellite laboratory strategy focused on athlete health and wellness, including recovery monitoring and personalized nutrition.
- **Cultivated strategic partnerships** with local professional sports teams and medical institutions, including the Dallas Cowboys, Sports Academy, and Baylor Scott & White Medical, to advance a research- and service-driven sports science culture.
- **Delivered elite sports science services to hundreds of athletes**, in the lab and on the field of play, to elite roster athletes and partner organizations, including performance health analyses to address unique athlete needs.
- **Ensured adherence to rigorous scientific and business standards** aligned with GSSI, PepsiCo, and Baylor Sports Medicine.
- **Recruited athletes and engaged sports teams** to deliver high-quality sports science and sports nutrition services to competitive and elite athletes.
- **Managed a \$200,000 operations budget** effectively, forecasting and ensuring appropriate spending within PepsiCo policy and timelines.

Principal Scientist Elite Athlete Service Lead

Gatorade Sports Science Institute, PepsiCo, Life Sciences R&D, 2021 - 2023

- **Led the GSSI Elite Athlete Service program**, delivering personalized sports science and sports nutrition services to key Gatorade partners, including 1:1 athlete, team, and league interactions.
- **Fostered strong collaborative relationships** with our Gatorade Sports Marketing partner services team and our associated external partner sports organizations to drive project success and deliver elite sports science services to teams and athletes.
- **Conducted lab and field service testing** with athletes in the NFL, NBA, WNBA, and World Cup preparation, developing innovative, science-backed solutions to address their unique needs and challenges.
- **Led a team of three scientists** responsible for athlete-facing innovation, developing strategies tailored to their specific culture and environment to enhance performance through personalized nutrition and training.

Adjunct Faculty | Texas Christian University, 2019 - 2020

Associate Principal Scientist | PepsiCo R&D Global Nutrition Sciences, 2014 - 2018

Senior Nutrition Scientist | PepsiCo, 2014 - 2016

Laboratory Research And Teaching Assistant | University of Georgia, 2008 - 2014

EDUCATION

Ph.D: Exercise Physiology

University of Georgia, Athens, GA, May 2014

M.S: Exercise Physiology

University of Georgia, Athens, GA, Dec 2010

B.S: Kinesiology

University of Illinois, Champaign, Urbana, IL, May 2008

ACCOMPLISHMENTS

- Core team member to develop and launch the Gx App and accompanying Gatorade Ecosystem, including the Gx Sweat Patch and Gx Smart Bottle.
- Author of two published books and numerous blog posts, with 16 peer-reviewed research articles published.
- Experienced speaker with a record of delivering 21 presentations at national academic, health, and athletic conferences.
- Completed the Gabbett Performance Solutions Load Management: Train Smarter and Harder course.
- Honored with several awards, including the PepsiCo R&D Excellence Award in 2023 and 2021 for leading with consumer centricity to launch the Gx Digital Ecosystem and accompanying technological advancements the democratize access to sports science, the Mary Ella Lunday Soule Scholarship Award from the University of Georgia in 2012, and the Louise E. Kindig Research Award from the University of Georgia in 2011.

AFFILIATIONS

2009 – present American College of Sports Medicine

2011 – present American Physiological Society

2014 –2018 American Society of Nutrition