



Dr. Paul Kroon

Paul Kroon is a group leader of health benefits of dietary polyphenols at Quadram Institute, Norwich, UK. He has a BSc in Botany (Durham), a PhD in Plant Biochemistry (Hull) and almost 20 years of experience of research into the health benefits of dietary polyphenols. Kroon was the coordinator of a recently completed €6 million EU-funded FP7 project (BACCHUS; www.eurofir.org/BACCHUS) which developed tools and resources, and underpinning scientific evidence, to support the development of dossier applications for health claims for bioactive polyphenols and peptides.

He has been involved in a series of EU projects as a PI and work-package leader (FP5-FLAVO, FP6-BASEFOOD and FP6-ATHENA) and has attracted funding from UK and overseas research councils, charities, the Food Standards Agency, the DTI/Innovate UK, the British Council, the food industry and SMEs in the biotech sector.

Kroon has published over 145 papers in peer-reviewed journals, has been cited over 10,000 times, and has a H-factor of 56 (Google Scholar). He is on the editorial board of the journals *Molecular Nutrition and Food Research*, *Journal of the Science of Food and Agriculture and Nutrire*. He organised and chaired the Organising and Scientific Committees for the 1st International Conference on Food Bioactives (<http://www.fbhc2016.com/>) and co-chaired the Bioavailability 2018 Conference.