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NutrifyToday appoints MTI Khasim as Executive Director of Research & Development and Commercialisation

07 January 2026 | News

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NutrifyToday, a quickly growing global platform that combines nutrition science, artificial intelligence, and supply-chain intelligence, has announced that MTI Khasim has been promoted to the Board and appointed Executive Director of Research & Development and Commercialisation. The appointment marks a significant step forward for NutrifyToday, as it accelerates its transformation from a knowledge-based ecosystem to a fully integrated, technology-driven platform for nutraceutical intelligence and execution.

Khasim will be in charge of two strategic verticals that will help NutrifyToday grow and have a bigger impact in the next phase of its business. The first vertical is the company's unified AI intelligence stack, which has DealSphere, NutrifyGenie AI, NutriGPT, and GenEI. These platforms work together to create a single intelligence layer that will help scientists come up with

new ideas, regulators see what's coming, businesses make decisions, and structured deal intelligence across the global nutraceutical ecosystem.

The second vertical that Khasim leads is NutrifyToday's quickly growing supply-chain network platform, which was made to make it easier for businesses to work together in the nutraceutical value chain. This network, which is based on a platform, links ingredient suppliers, manufacturers, brands, innovators, and strategic partners. It adds supply-chain visibility, sourcing intelligence, and readiness assessment to the larger NutrifyToday ecosystem. The goal is to make things easier, build trust, and speed up collaboration across different places and business models.

Priyanka Srivastava, Chairperson of Nutrify Today, commented on the appointment:
"NutrifyToday is evolving from a knowledge ecosystem into the primary operating system for the global nutraceutical industry. Khasim has been instrumental in building the architectural foundation of our AI stack over the last four years. By elevating him to the Board, we are ensuring that our core pillars, scientific rigour and technological scale, are unified. His leadership will be vital as we bridge the gap between complex data and real-world commercial outcomes for our partners across 13 countries."