

## INTRODUCTION

### James McINTOSH MA MICSc

James is a fervent, entrepreneurial home economist. He is the co-founder and director of Whisk Limited, the United Kingdom's only home economics agency and consultancy. The philosophy of Whisk is to 'consumerify' food and products. Whisk works with such companies as Aga, Antony Worrall Thompson, British Airways, Groupe Seb, BSH Group, Nestlé and Condé Nast publications. James is the consultant Home Economist for Get Connected Magazine. Inspiration to create his business came out of attendance at the IFHE 20<sup>th</sup> World Congress in Kyoto in 2004, when he was stimulated to harness the internet as a Home Economics service. This unique approach has enabled James to establish a niche in contemporary and business is looking bright. Whisk is a corporate member of IFHE.

James was born into home economics. He grew up on a farm, his Dad a farmer and his Mum a Home Economics teacher. In 2000, he graduated with a Masters in Food and Consumer Studies from the University of Dundee, Scotland. He has worked in a range of contexts, including: developing ready meals for a large supermarket manufacturer; in Le Cordon Bleu cookery schools, writing books and student programmes; as a senior home economist for Nestlé UK; and at the Good Housekeeping Institute testing domestic appliances and writing articles for *Good Housekeeping* magazine.

James is a proactive member of professional organisations related to the home economics field. He has served in a range of roles, including: representing the institute of home economics at the Houses of Parliament; editor of the young members page in *Consumer Sciences Today*; Chairperson of the Institute of Consumer Sciences incorporating home economics London branch, to name a few. He is an active member of the Young Professionals Network of IFHE and the business in industry group. James is a cusp Gen X and Y.

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