**Massimo Reverberi**

**Founder, Bugsolutely**

Massimo Reverberi is founder of Bugsolutely, a pioneering company that makes packaged food with edible insects, as for example the Bugsolutely Cricket Pasta. Most recently, he has entered China’s Bits x Bites food tech accelerator VC program to innovate new insect eating experiences for Chinese consumers.

Reverberi founded Bugsolutely in 2016 in Bangkok. The company’s mission is to create tasty new superfoods that harness the nutritional and sustainability benefits of edible insects. To date, his packaged fusilli pasta is the only one in the growing insect market to contain as much as 20% dried milled crickets.

Reverberi has been an active proponent for the insect food industry. He is a founding member and chairperson for the ASEAN Food and Feed Insects Association [AFFIA], heading up the collaborative effort to advance the development of the sector.

Reverberi and Bugsolutely have been featured in more than 20 tech and mainstream media channels around the world, from NHK in Japan to Popular Science. He has authored articles and spoken at countless events on the role of insects in the nutritional revolution, the quickly changing legal and market landscape, and consumer behaviors around novel foods.

Prior to entrepreneurship, Reverberi was a 20-year marketing communications veteran. He previously co-founded Prima Pagina, a PR and marketing agency in Milan serving companies like Cisco and ASUS.