

William Melnyczenko is the Global Business Development Director of Digital and Expert Services at Mérieux NutriSciences - North America, based in St. Petersburg, Florida. With extensive knowledge of food safety regulations, software development, outsourced laboratory testing, and food pathogen detection technologies, he has successfully driven solution-based sales via an idealist leadership style within organizations. William's track record includes notable achievements in managing organizational change, establishing meaningful industry relationships, and guiding sales growth. His previous roles encompassed leading the commercial strategy of sales at Q Laboratories and CERTUS Food Safety.