

Benoît Rousseau, Ph.D.

The Institute for Perception

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EMPLOYMENT HISTORY:

- November 2001 - Present **The Institute for Perception,
Senior Vice President.** *Davis, U.S.A.
Richmond, U.S.A.*
- Project manager for client services:
 - Market research in the food, beverage and personal care industries.
 - Development of new concepts and products.
 - Design and audit of sensory evaluation programs and methods.
 - Organization of in-house seminars and short courses.
 - Development and publication of advanced modeling techniques and their applications.
- May 2000 - September 2003 **The Institute for Sensory Research,
Director of Research.** *Davis, U.S.A.
New York, U.S.A.*
- Services in sensory evaluation:
 - Descriptive analysis.
 - Discrimination testing.
 - Threshold measurements.
 - Methodological research for sensory and consumer testing.
- October 1999 - October 2001 **Department of Food Science and Technology, University of California
Research Associate.** *Davis, U.S.A.*
- Development of new sensory methodologies.*
- Investigation of psychological biases in sensory evaluation.
 - Study of the interaction between seasonings and the sensory characteristics of wine.
- December 1993 - September 1999 **DANONE,
Department of Food Science and Technology, University of California** *Davis, U.S.A.*
- Research manager for the optimization of sensory discrimination methods.*

PROFESSIONAL EXPERTISE:

Sensory science consulting, fundamental and applied research in sensory science, short course organization and instruction, investigation of consumer needs, product development, statistical analysis, audits of companies' in-house sensory programs, project management, market research, category appraisals, advertising claims support.

SELECT LIST OF PRODUCT CATEGORY EXPERIENCE:

Food and beverages: Snack foods, appetizers, condiments (ketchup, mayonnaise, mustard), beverages (malt beverages, distilled, carbonated and non-carbonated, coffee), dairy products, meat products, pizza, frozen desserts, chewing gum.

Non-food products: Soaps and facial cream, body lotion, hair care, body wash, skin whitening, shaving, tobacco products, fragrances and air care products, home care (furniture, floor, laundry, glass).

EDUCATION:

1996-1999	University of California, Department of Food Science and Technology. Ph.D. with emphasis in Sensory Science and Psychophysics.	<i>Davis, USA</i>
1990-1993	Ecole Nationale Supérieure des Industries Agricoles et Alimentaires, (E.N.S.I.A.) Food science and engineering degree.	<i>Paris, FRANCE</i>

LANGUAGES:

Bilingual **French** and **English, Japanese** (passable)

REFEREED PUBLICATIONS:

- Rousseau, B.** (2015). Sensory discrimination testing and consumer relevance. *Food Quality and Preference*, **43**, 122-125.
- Ennis, D., & **Rousseau, B.** (2015). A Thurstonian model for the degree of difference protocol. *Food Quality and Preference*, **41**, 159-162.
- Jesionka, V., **Rousseau, B.**, & Ennis, J.M. (2014). Transitioning from proportion of discriminators to a more meaningful measure of sensory difference. *Food Quality and Preference*, **32**, 77-82.
- Ishii, R., O'Mahony, M., & **Rousseau, B.** (2014). Triangle and tetrad protocols: Small sensory differences, resampling and consumer relevance. *Food Quality and Preference*, **31**, 49-55.
- Ennis, J., **Rousseau, B.**, & Ennis, D. (2014). Sensory difference tests as measurement instruments: A review of recent advances. *Journal of Sensory Studies*, **29**, 89-102.
- Rousseau, B.**, & Ennis, J. (2013). Importance of correct instructions in the tetrad test. *Journal of Sensory Studies*, **28**, 264-269.
- Rousseau B.**, Ennis, D.M., & Rossi, F. (2012). Internal preference mapping and the issue of satiety. *Food Quality and Preference*, **24**, 67-74.
- Rousseau, B.** (2007). Simultaneous Estimations of Multiple Product Similarities Using a New Discrimination Protocol. *Journal of Sensory Studies*, **22**, 533-549.
- Ishii, R, Kawaguchi, H, O'Mahony, M, & **Rousseau, B.** (2007). Relating consumer and trained panels' discriminative sensitivities using vanilla flavored ice cream as a medium. *Food Quality and Preference*, **18**, 89-96.

- Braun, V., Rogeaux, M., Schneid, N., O'Mahony, M., & **Rousseau, B.** (2004). Corroborating the 2-AFC and 2-AC Thurstonian models using both a model system and sparkling water. *Food Quality and Preference*, **15**, 501-507.
- Ennis, D.M., & **Rousseau, B.** (2004). Motivations for product consumption: Application of a probabilistic model to adolescent smoking. *Journal of Sensory Studies*, **19**, 107-117.
- Lau S., O'Mahony, M., & **Rousseau, B.** (2004). Are three-sample tasks less sensitive than two-sample tasks? Memory effects in the testing of taste discrimination. *Perception and Psychophysics*, **66**, 464-474.
- O'Mahony, M., & **Rousseau, B.** (2003). Discrimination testing: a few ideas, old and new. *Food Quality and Preference*, **14**, 157-164.
- Rousseau, B.**, & Ennis, D.M. (2002). The multiple dual-pair method. *Perception and Psychophysics*, **64**, 1008-1014.
- Rousseau, B.**, Stroh, S., & O'Mahony, M. (2002). Investigating more powerful discrimination tests with consumers: Effects of memory and response bias. *Food Quality and Preference*, **13**, 39-45.
- Fukui, M., Yokotsuka, K., Ishii, R., O'Mahony, M., & **Rousseau, B.** (2002), Investigation of Potential Taste Reduction of Catechin and Grape Seed Dimeric Phenols in Water by Wine Proteins. *Lebensm.-Wiss.u.-Technol.*, **35**, 355-361.
- Rousseau, B.** (2001). The β -strategy: An alternative and powerful cognitive strategy when performing sensory discrimination tests. *Journal of Sensory Studies*, **16**, 301-318.
- Rousseau B.**, & Ennis, D.M. (2001). A Thurstonian Model for the Dual Pair (4IAX) Discrimination Method. *Perception and Psychophysics*, **63**, 1083-1090.
- Rousseau B.**, & O'Mahony, M. (2001). Investigation of the dual-pair method as a possible alternative to the triangle and same-different tests. *Journal of Sensory Studies*, **16**, 161-178.
- Rousseau B.**, & O'Mahony, M. (2000). Improvement of the same-different and triangle tests: Investigation of the dual-pair paradigm and within-trial retasting. *Food Quality and Preference*, **11**, 457-464.
- Rousseau, B.**, Rogeaux, M., & O'Mahony, M. (1999). Mustard discrimination by same-different and triangle tests: Aspects of irritation, memory and τ criteria. *Food Quality and Preference*, **10**, 173-184.
- Rousseau, B.**, Meyer, A., & O'Mahony, M. (1998). Power and sensitivity of the same-different test: Comparison with triangle and duo-trio methods. *Journal of Sensory Studies*, **13**, 149-173.
- Rousseau, B.** & O'Mahony, M. (1997). Sensory difference tests: Thurstonian and SSA predictions for vanilla flavored yogurts. *Journal of Sensory Studies*, **12**, 127-146.

BOOK:

- Ennis, D.M., **Rousseau, B.**, & Ennis, J.M. (2015). Tools and Applications in Sensory and Consumer Science, Richmond, VA: The Institute for Perception.

BOOK CHAPTERS:

- Rousseau, B.** (2003). **Sensory Evaluation Techniques.** In Handbook of Food Analysis. Leo Nollet ed. *pp 21-37.*
- Rousseau, B.** (2003). **Sensory Evaluation: Sensory Difference Testing.** In Encyclopedia of Food Sciences and Nutrition, B. Caballero, L. Trugo and P. Finglas, eds. *pp 5141-5147.*
- Rousseau, B.** (2001). **Les biais de réponse dans le cadre d'analyses discriminatives.** In Traité d'Evaluation Sensorielle: Aspects Cognitifs et Métrologiques des Perceptions. (Urdapilleta, Ton Nu, Saint Denis, Huon de Kermadec, Ed.), Dunod, Paris, France. *pp. 7-27.*

ONLINE WEBINARS:

- Rousseau, B.** (2015). An Introduction to Thurstonian Modeling – PART 1. *Available at www.IFPress.com*
- Rousseau, B.** (2014). Mapping Techniques to Link Consumer and Expert Data. *Available at www.IFPress.com*
- Rousseau, B.,** (2013). Developing Consumer Relevant Action Standards for Sensory Difference Testing. *Available at www.IFPress.com*

TECHNICAL REPORTS PUBLISHED BY THE INSTITUTE FOR PERCEPTION:

- Ennis, D. M., & **Rousseau, B.** (2015). Identifying and Removing Sources of Bias in Product Tests and Surveys. *IFPress, 18(1) 3-4.*
- Ennis, D. M., **Rousseau, B.,** & Ennis, J. M. (2014). Confidence Intervals and Consumer Relevance. *IFPress, 17(2) 3-4.*
- Ennis, D. M., **Rousseau, B.,** & Ennis, J. M. (2014). Rotations in Product Tests and Surveys. *IFPress, 17(1) 3-4.*
- Rousseau, B.** (2013). How to Diagnose the Need for 3D Unfolding. *IFPress, 16(3) 3-4.*
- Rousseau, B.,** Ennis, D. M., & Ennis, J. M. (2013). Transitioning from Proportion of Discriminators to Thurstonian Delta. *IFPress, 16(2) 3-4.*
- Rousseau, B.,** & Ennis, D. M. (2013). When are two products close enough to be equivalent. *IFPress, 16(1), 4-5.*
- Ennis, J. M., **Rousseau, B.,** & Ennis, D. M. (2012). Proper Task Instructions and the Two-out-of-Five Test. *IFPress, 15(4), 4-5.*
- Rousseau, B.,** Ennis, J. M., & Ennis, D. M. (2012). Deciphering the Language of Emotions to Develop an Emotion Lexicon. *IFPress, 15(2), 3-4.*
- Ennis, J. M. & **Rousseau, B.** (2012). Reducing Costs with Tetrad Testing. *IFPress, 15(1), 3-4.*
- Rousseau, B.** & Ennis, D.M. (2011). Illuminating Product by Demographic Interactions. *14(3), 2-3*

- Rousseau, B.** (2010). Action Standards in a Successful Sensory Discrimination Program. *IFPress*, **13**(4) 2-3.
- Rousseau, B.** (2009). Unfolding Liking using Landscape Segmentation Analysis® and Internal Preference Mapping. *IFPress*, **12**(4) 2-3.
- Rousseau, B. & Ennis, D.M.** (2008). An Application of Landscape Segmentation Analysis to Blind and Branded Data. **11**(3), 2-3.
- Rousseau, B. & Ennis, D.M.** (2008). Improving the Cost and Speed of Product Innovation. **11**(1), 2-3.
- Rousseau, B. & Ennis, D.M.** (2007). Why Proportion of Discriminators is Method-Specific. **10**(3), 2-3.
- Rousseau, B.** (2006). Indices of Sensory Difference: *R*-Index and *d'*. *IFPress*, **9**(3) 2-3.
- Rousseau, B. & Ennis, D.M.** (2004). Product-concept fit. *IFPress*, **7**(3), 2-3.
- Rousseau, B.** (2004). Relating Expert and Consumer Sensitivities. *IFPress*, **7**(2) 2-3.
- Ennis, D.M., & **Rousseau, B.** (2002). Motivations for product consumption. **5**(3), 2-3.
- Rousseau, B., & Ennis, D.M.** (2002). Multivariate difference testing with multiple samples. **5**(2), 2-3.
- Rousseau, B., & Ennis, D.M.** (2002). Discrimination testing with multiple samples. **5**(1), 2-3.
- Rousseau, B., & Ennis, D.M.** (2001). How retasting can improve the power of product testing. **4**(2), 2-3.

INTERNATIONAL PROFESSIONAL COURSES TAUGHT:

<i>Year</i>	<i>Location</i>	<i>Course Title</i>
2015	Guadalajara, Mexico	- <i>Tecnicas Avanzadas En Evaluación Sensorial Para Alimentos Y Bebidas.</i>
	Tokyo, Japan	- <i>Internal Sensory Testing: Tetrad Test, Power, and Consumer Relevance</i> - <i>Drivers of Liking®: Principles and Applications</i>
2014	Mexico City, Mexico	- <i>Curso Taller * Drivers Of Liking*</i>
	Guadalajara, Mexico	- <i>Tecnicas Avanzadas En Evaluación Sensorial Para Alimentos Y Bebidas.</i>
	Wicklow, Ireland	- <i>Internal Sensory Testing: Tetrad Test, Power, & Consumer Relevance</i> - <i>Drivers of Liking: Principles & Applications</i>
2013	Guadalajara, Mexico	- <i>El Sistema mas Confiable y Eficaz de Pruebas Sensoriales en Productos Alimenticios</i>
	Brussels, Belgium	- <i>A Powerful Framework to Improve Sensory Measurement</i> - <i>Drivers of Liking® and Emotion Mapping</i>
2012	Guadalajara, Mexico	- <i>Técnicas Avanzadas De Evaluación Sensorial Para Alimentos Y Bebidas</i>
	Brussels, Belgium	- <i>A Powerful Framework for Sensory Product Testing</i> - <i>Drivers of Liking® and Product Portfolio Optimization</i>
	Tokyo, Japan	- <i>A Powerful Framework for Sensory Product Testing</i> - <i>Drivers of Liking® and Product Portfolio Optimization</i>
2011	Toronto, Canada	- <i>Current Topic in Sensory and Consumer Science</i>
2009	Florence, Italy	- <i>Landscape Segmentation Analysis® and Other Tools for Product and Concept Testing</i>
2003	Paris, France	- <i>Foundations and Tools of Products and Concept Measurement</i> - <i>Drivers of Liking and Preference</i>

DOMESTIC PROFESSIONAL COURSES TAUGHT:

Year	Location	Course Title
2015	<i>White Sulphur Springs, WV</i>	<i>- Tools and Applications of Sensory and Consumer Science</i>
	<i>White Sulphur Springs, WV</i>	<i>- Advertising Claims Support: Case Histories and Principles</i> <i>- Designing Effective Surveys: The Science of Answering Questions</i>
2014	<i>White Sulphur Springs, WV</i>	<i>- Internal Sensory Testing and Consumer Relevance</i> <i>- Drivers of Liking®: Principles and Applications</i>
	<i>White Sulphur Springs, WV</i>	<i>- Advertising Claims Support: Case Histories and Principles</i>
2013	<i>White Sulphur Springs, WV</i>	<i>- Internal Sensory Testing: Tetrad test, Power, and Consumer Relevance</i> <i>- Drivers of Liking®: Principles and Applications</i>
	<i>Napa, CA</i>	<i>- Principles and Tools of Sensory and Consumer Research</i>
	<i>White Sulphur Springs, WV</i>	<i>- Advertising Claims Support: Case Histories and Principles</i>
2012	<i>Williamsburg, VA</i>	<i>- A Powerful Framework for Sensory Product Testing</i> <i>- Descriptive Analysis and Panel Training</i>
	<i>Sea Island, GA</i>	<i>- Advertising Claims Support: Case Histories and Principles</i>
	<i>White Sulphur Springs, WV</i>	<i>- Combinatorial Tools for Product and Brand Optimization</i> <i>- Drivers of Liking® and Mapping Emotional Spaces</i>
	<i>Las Vegas, NV</i> <i>IFT pre-annual meeting</i>	<i>- Sensory Testing for Product Development and Claims Support</i>
2011	<i>Williamsburg, VA</i>	<i>- Sensory Product and Concept Testing: Analyses, Applications and Computer Workshop</i>
	<i>New Orleans, LA</i> <i>IFT pre-annual meeting</i>	<i>- Sensory Testing for Product Development and Claims Support</i>
	<i>White Sulphur Springs, WV</i>	<i>- Combinatorial Tools for Product and Brand Optimization</i> <i>- Seeing the Market Through the Eyes of the Consumer</i>
2010	<i>Williamsburg, VA</i>	<i>- Sensory Product and Concept Testing: Analyses, Applications and Computer Workshop</i>
	<i>White Sulphur Springs, WV</i>	<i>- Drivers of Liking®, Segmentation and Portfolio Optimization</i>
2009	<i>Williamsburg, VA</i>	<i>- Tools and Applications of Sensory Product Testing</i> <i>- Multivariate Approaches to Mapping Product Similarities</i> <i>- Drivers of Liking® and Product Portfolio Optimization</i>
	<i>White Sulphur Springs, WV</i>	<i>- Tools and Applications of Sensory Product Testing</i> <i>- Seeing the Market Through the Eyes of the Consumer</i>
2008	<i>Williamsburg, VA</i>	<i>- Tools and Applications of Sensory Product Testing</i> <i>- Multivariate Approaches to Mapping Product Similarities</i> <i>- Drivers of Liking® and Product Portfolio Optimization</i>

2008	<i>New Orleans, LA IFT pre-annual meeting</i>	- <i>Sensory and Consumer Research in Food Product Development</i>
	<i>White Sulphur Springs, WV</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Seeing the Market Through the Eyes of the Consumer</i>
2007	<i>Sea Island, GA</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Multivariate Approaches to Mapping Product Similarities</i> - <i>Drivers of Liking® and Product Portfolio Optimization</i>
	<i>White Sulphur Springs, WV</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Seeing the Market Through the Eyes of the Consumer</i>
2006	<i>Sea Island, GA</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Multivariate Approaches to Mapping Product Similarities</i> - <i>Drivers of Liking® and Product Portfolio Optimization</i>
	<i>White Sulphur Springs, WV</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Multivariate Mapping, Drivers of Liking® and Portfolio Optimization</i>
2005	<i>Sea Island, GA</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Multivariate Approaches to Mapping Product Similarities</i> - <i>Drivers of Liking® and Product Portfolio Optimization</i>
	<i>Davis, CA</i>	- <i>Sensory and Consumer Testing: Understanding the New Ideas</i>
	<i>White Sulphur Springs, WV</i>	- <i>Tools and Applications of Sensory Product Testing</i> - <i>Multivariate Mapping, Drivers of Liking® and Portfolio Optimization</i>
2004	<i>Sea Island, GA</i>	- <i>Current Topics in Sensory and Consumer Science</i>
	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product Testing</i> - <i>Multivariate Mapping, Drivers of Liking® and Portfolio Optimization</i>
2003	<i>Sea Island, GA</i>	- <i>Current Topics in Sensory and Consumer Science</i>
	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product Testing</i> - <i>Multivariate Mapping and Drivers of Liking®</i>
2002	<i>Sea Island, GA</i>	- <i>Current Topics in Sensory and Consumer Science</i>
	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product Testing</i> - <i>Multivariate Mapping and Drivers of Liking®</i>
2001	<i>Sea Island, GA</i>	- <i>Current Topics in Sensory and Consumer Science</i>
	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product Testing</i> - <i>Drivers of Liking® and Multivariate Mapping</i>
2000	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product and Concept Measurement</i> - <i>Drivers of Liking®</i>
	<i>Sea Island, GA</i>	- <i>Foundations and Tools of Product and Concept Measurement</i> - <i>Drivers of Liking®</i>
1999	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product and Concept Measurement</i>
	<i>Sea Island, GA</i>	- <i>Foundations and Tools of Product and Concept Measurement</i>
1998	<i>White Sulphur Springs, WV</i>	- <i>Foundations and Tools of Product and Concept Measurement</i>

CONFERENCE PLENARY SPEAKER

- Rousseau, B.** (2014). *Product Testing and Claims Support*. IV Foro Internacional de Protección al Consumidor Publicidad y Derecho, Bogotá, Colombia.
- Rousseau, B.** (2014). *Sensory Discrimination Testing and Consumer Relevance*. The Asian Sensory and Consumer Research Symposium, SenseAsia 2014, Singapore.
- Rousseau, B.** (2012). *A Visual Tool to Understand and Predict Consumers' Expectations Through Ideal Point Modeling*. 2012 Annual Meeting of Korean Society of Food Science and Technology, Daejeon, South Korea.

ABSTRACTS PRESENTED AT DOMESTIC AND INTERNATIONAL MEETINGS:

- Rousseau, B., O'Mahony, M., & Ishii, R.** (2015). *When are two products close enough to be equivalent?* Eleventh Rosemary Pangborn Sensory Science International Symposium, Gothenburg, Sweden.
- Rousseau, B., Ennis, J.M., & Ennis, D.M.** (2013). *Studying population segmentation using a consumer ideal point model*. Eleventh Rosemary Pangborn Sensory Science International Symposium, Gothenburg, Sweden.
- Rousseau, B., O'Mahony, M., & Ishii, R.** (2013). *Why establishing the consumer relevance of a sensory difference is critical*. Tenth Rosemary Pangborn Sensory Science International Symposium, Rio de Janeiro, Brazil.
- Rousseau, B., Ennis, J.M., & Ennis, D.M.** (2013). *Establishing consumer-relevant action standards in sensory discrimination testing*. Tenth Rosemary Pangborn Sensory Science International Symposium, Rio de Janeiro, Brazil.
- Ennis, J. M., & **Rousseau, B.** (2013). *Precision and Power of the Tetrad and Degree of Difference Tests*. Tenth Rosemary Pangborn Sensory Science International Symposium, Rio de Janeiro, Brazil.
- Rousseau, B., & Cowden, J.** (2013). *Investigating Sensory Equivalence of Reformulated Products*. Institute of Food Technologists Wellness Conference, Chicago, USA.
- Rousseau, B.** (2012). *Five Key Experimental Factors for a Successful Sensory Discrimination Program*. Ewha Womans University, Seoul, South Korea.
- Ennis, J. M., Christensen, R. H. B., Ennis, D. M., **Rousseau, B.** (2012). *The Sensitivity of the Tetrad, Triangle, and Degree of Difference Tests*. Society of Sensory Professionals, Jersey City, USA.
- Ennis, J. M. & **Rousseau, B.** (2012). *Developing an Emotional Lexicon Using Landscape Segmentation Analysis (LSA) and Graph Theoretic Analysis (GTA)*. Society of Sensory Professionals, Jersey City, USA.
- Jesionka, V., Ennis, J. M., & **Rousseau, B.** (2012). *Transitioning from Proportion of Distinguishers to a More Meaningful Measure of Sensory Difference*. Sensometrics Conference, Rennes, France.

- Ennis, J. M., & **Rousseau, B.** (2012). *An Introduction to Graph Theoretic Tools for Sensory and Consumer Scientists*. Sensometrics Conference, Rennes, France.
- Rousseau, B.**, Rossi, F., & Ennis, D.M. (2011). *Too Much or Too Little: Why Ignoring Satiety Can Result in Misleading Mapping Results*. Ninth Rosemary Pangborn Sensory Science International Symposium, Toronto, Canada.
- Fu, Y., **Rousseau, B.**, Ennis, D.M., Eberhardt, K., & Rossi, F., (2011). *Using Thurstonian Predictions and Experimental Data to Investigate the Optimal Category Scale Structure for the Degree of Difference Protocol*. Ninth Rosemary Pangborn Sensory Science International Symposium, Toronto, Canada.
- Rousseau, B.** (2011). *Indices of Discrimination: Why R-Indices and d' Values Are Not Equivalent*. Institute of Food Technologists Meeting, New Orleans, LO.
- Ennis, J. M., **Rousseau, B.**, & Ennis, D.M. (2010). *Successful Product Development using a Consumer Perspective*. ASTM, St. Louis, USA.
- Rousseau, B.**, Ennis, D.M., & Frank Rossi. (2009). *Contrasting Ideal Point and Vector Models of Liking*. Eighth Rosemary Pangborn Sensory Science International Symposium, Florence, Italy.
- Rousseau, B.** (2007). *Measuring product similarities: Are Two Indices, R-index and d', Interchangeable?* Seventh Rosemary Pangborn Sensory Science International Symposium, Minneapolis, USA.
- Teabout, C., Parades, D., **Rousseau, B.**, & Ennis, D.M. (2007). *Comparing scaling properties of agreement rating scales*. Seventh Rosemary Pangborn Sensory Science International Symposium, Minneapolis, USA.
- Rousseau, B.**, Dessirier, J.-M., Velthuisen, R., & Ennis, D.M. (2005). *A New Tool to Optimize Product Characteristics and Study Population Segmentation*. Sixth Rosemary Pangborn Sensory Science International Symposium, Harrogate, UK.
- Rousseau, B.**, & Ennis, D.M. (2004). *A new mapping segmentation technique for representing and explaining consumer liking patterns*. Chemical Senses Day XX, University of California, Davis, California.
- Ishii, R., Kawaguchi, H., O'Mahony, M., & **Rousseau, B.** (2003). *Predicting consumer's discriminating ability from expert panel's data using ice cream*. Fifth Rosemary Pangborn Sensory Science International Symposium, Boston, USA.
- Rousseau, B.**, O'Mahony, M., & Ennis, D.M. (2002). *Conducting Discrimination Studies Involving Products with Batch-to-Batch Variability*. Institute of Food Technologists Meeting, Anaheim, California.
- Braun, V., O'Mahony, M., Sieffermann, J.M., Danzart, M., & **Rousseau, B.** (2002). *Use of discriminative and descriptive methods to characterize sensory differences among sparkling natural mineral waters with different levels of carbonation*. Institute of Food Technologists Meeting, Anaheim, California.
- Rousseau, B.**, O'Mahony, M., & Ennis, D.M. (2001). *Simultaneous estimations of multiple sample similarities using a multivariate variant of the duo-trio test*. Fourth Rosemary Pangborn Sensory Science International Symposium, Dijon, France.

- Rousseau, B.,** Stroh, S., & O'Mahony, M. (2001). *Investigating consumers' discrimination abilities: Improvement of the duo-trio method and comparison of four discrimination protocols*. Chemical Senses Day XVII, Wente Vineyards, Livermore, California.
- Rousseau, B.** (2000). *Improving sensory discrimination performance: investigation of the effect of within-trial retasting using an orange flavored beverage*. Chemical Senses Day XVI, University of California, Davis, California.
- Rousseau, B.,** & O'Mahony, M. (1999). *More powerful alternatives to the triangle test*. Institute of Food Technologists Meeting, Chicago, Illinois.
- Rousseau, B.** (1999). *Importance and significance of the three main cognitive strategies in discrimination testing*. Chemical Senses Day XV, Santa Rosa, California.
- Rousseau, B.,** Ennis, D.M., & O'Mahony, M. (1998). *Consumer discrimination power: Optimization of response bias for the same-different test*. Third Rosemary Pangborn Sensory Science International Symposium, Ålesund, Norway.
- Rousseau, B.,** & O'Mahony, M. (1998). *Measuring consumer discrimination ability between two food products: Comparison of the sensitivity of three traditional protocols using vanilla flavored yogurt*. Chemical Senses Day XIV, Santa Clara, California.
- Rousseau, B.,** Ennis, D.M., & O'Mahony, M. (1997). *Triangle and same-different methods of discrimination for mustard: Differential effects of memory and irritation*. International Symposium on Olfaction and Taste XII and AChemS, XIX, San Diego, California.
- Ishii, R., Morioka, M., **Rousseau, B.,** & O'Mahony, M. (1997). *Discriminating ice cream samples: Comparison of the sensitivity of consumers and trained judges*. Institute of Food Technologists Meeting, Orlando, Florida.
- Rousseau, B.,** & O'Mahony, M. (1995). *Developing new and more powerful difference tests using yogurt*. Second Rosemary Pangborn Sensory Science International Symposium, Davis, California.

REVIEWER FOR JOURNAL SUBMISSIONS:

Food Quality and Preference, Journal of Sensory Studies

CONFERENCE WORKSHOPS:

- Ennis, D.M., **Rousseau, B.,** O'Mahony, M., & MacKay, D. (2003). *A General Theory of Measurement for Sensory Science with Applications*. Fifth Rosemary Pangborn Sensory Science International Symposium, Boston, USA.
- Ennis, D.M., & **Rousseau, B.** (2000). *Relating consumer and sensory data: Drivers of Liking® and preference*. Chemical Senses Day XVI, University of California, Davis, California.
- O'Mahony, M., & **Rousseau, B.** (1998). *A simple and entertaining introduction to new developments in Thurstonian modeling and Signal Detection*. Workshop at the Third Rosemary Pangborn Sensory Science International Symposium, Ålesund, Norway.