

Jon Goriup Dermastia, an ESADE Business School and University of North Carolina alumnus, is a startup founder focused on sustainability solutions. He has developed supply chain and traceability solutions for East African agribusinesses, linking them with European markets. As of early 2022, Jon is the co-founder and CEO of VCG.AI, a platform enhancing circular and resilient value chains in European bio-based industries. VCG.AI is favored in Germany for identifying circular business models and industry connections and is increasingly popular among large agri-food players for profitable climate target achievement through circular models.