

STRATEGIZE  
ORGANIZE  
GLOBALIZE

## Rick Bui

- Startup Leadership
- Cross-Border Market
- Expansion (APAC Focus)
- Clean-Label Innovation
- Sustainable Brand Building
- Strategic Partnerships



## CONTACT

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## CONNECT WITH ME:

Looking to scale your Food Tech venture, expand into APAC markets, outsource production to Southeast Asia, or create clean-label products that drive consumer adoption and stand out in the market? Contact Rick Bui—a FoodTech founder with hands-on experience in product innovation, international growth, and sustainable brand leadership.

Please visit my LinkedIn profile:  
[Rick Bui](#)

"I BELIEVE THE  
FUTURE OF FOOD IS  
CLEAN, NATURAL,  
AND GLOBALLY  
ACCESSIBLE —  
INNOVATION SHOULD  
NOURISH BOTH  
PEOPLE AND THE  
PLANET."

## INTRODUCTION

**Rick Bui** is a visionary FoodTech Founder and Innovation Leader, specialising in protein alternative product development, sustainable food strategy, and cross-border market expansion. A passionate entrepreneur, Rick has launched and scaled ventures across Europe and Southeast Asia, bringing clean-label mushroom-based alternatives to market through his companies MUCHgroup B.V. . With a background that spans F&B industry, startup growth, and international business development, Rick bridges food innovation with commercial execution.

Fluent in Vietnamese and English, Rick brings a global mindset and cultural fluency to every venture. He is known for his hands-on leadership, sharp market instincts, and relentless commitment to ethical, scalable innovation — supporting businesses from F&B model to boardroom, and from startup to scale-up.

## HOW I CAN HELP YOUR BUSINESS

- **Startup Leadership & Growth Acceleration** – Leads early-stage ventures through launch, scale, and commercial traction. Establishes agile structures, nurtures entrepreneurial teams, and drives momentum through hands-on leadership and market responsiveness.
- **APAC Market Entry & Cross-Border Expansion** – Supports European companies in navigating and succeeding in Southeast Asian markets. Offers deep cultural intelligence, local insight, and partnership-building strategies to accelerate sustainable international growth.
- **Operational Excellence & Culinary Execution** – Merges operational leadership with real-world kitchen experience to deliver high-integrity food products. Ensures process efficiency and product quality from prototype to plate.