**John Cooke**

John is a degree qualified Mechanical Engineer with a proven track record in new product development and innovation. He has delivered many patented, breakthrough technology solutions, providing long-term profits for his clients and employers. He is inventive and IP savvy and has a portfolio of over 50 published patents. John worked for over 20 years at Mars Inc. where he held a number of high-profile innovation management positions, leading teams to deliver a broad range of new products and technologies. Since starting CoCatalyst in 2008, John has worked in a range of industry sectors, including energy, automotive, medical devices and food. He has helped his clients find new technologies and has delivered solutions to several challenging technical problems. John has been working in the rail industry since 2013 and has been researching and developing the patented Water-Trak system and associated technologies since 2015.