



BIO: Keith [Cox, Ph.D. \(Co-founder and Chief Scientific Officer, Seafood Analytics LLC\)](#). Seafood Analytics™ is a science based technology company with locations in Alaska, Michigan and Texas that specializes in developing Bioelectrical Impedance Analysis (BIA) devices to electronically measure biochemical processes in fish. The primary role of his work and the work of Seafood Analytics is to develop, create, and build BIA devices that can be used on fish. He has over 10 years experience in developing and building BIA devices for use in fish. His primary research interest focuses on the physiological aspects of growth, development, and bioenergetics (quantification and allocation of energy). He also has a background of creating bio-assessment models that are calculated from fish and invertebrate population counts as well as physiological and energetic parameters of individual organisms. In this, he has developed, innovated and published the first work using bioelectrical impedance analysis (BIA) to measure compositional components that include fat, protein, water, dry, ash, and energy content; and relating these measures with condition. After Seafood Analytics was formed, Dr. Cox has focused his research on using impedance to measure protein foodstuff degradation, grade of foodstuff and how these objective measures can be used to better the seafood industry from catch to consumption.