



# Legacy In The Making Dr. Mina Mekhail

Mina is a scientist-entrepreneur, community advocate, and recognized innovator whose work sits at the intersection of advanced materials, sustainability, and global food security. A bioengineer by training, Dr. Mekhail earned his PhD from McGill University in 2014 and brings nearly 20 years of experience in biomaterials innovation. Over the course of his career, he has authored 15 peer-reviewed publications, secured multiple patents, received over 42 awards, and successfully raised

more than \$10 million in dilutive and non-dilutive funding.

Mina is the Founder and CEO of Freshr Sustainable Technologies Inc., a Nova Scotia based company developing sustainable active packaging solutions that significantly extend the shelf life of fresh proteins. Freshr's purpose is to help build a zero-food-waste future using advanced materials, with a long-term vision to redefine the global fresh protein sector. Its flagship technology, FreshrPack™, enables producers and retailers to reduce spoilage, ship products more efficiently, and lower greenhouse gas emissions by extending freshness through active packaging technology designed to extend freshness without changing the food product itself.

Before founding Freshr, Mina built a strong foundation across academia, industry, and entrepreneurship. While his doctoral research focused on medical biomaterials and spinal cord injury applications, his broader expertise in materials engineering allowed him to pivot toward commercial solutions with faster market impact. He has over a decade of entrepreneurial experience, complemented by five years as a project manager and innovation consultant, and has forged partnerships with multinational companies across Canada, the United States, Europe, and Japan—including partnerships with global leaders in chemical and food systems innovation, including Mitsubishi Chemical Corporation, based in Japan.

Mina's entrepreneurial journey is deeply shaped by his life experience. Born and raised in the Middle East, he witnessed the realities of food insecurity, instilling a lasting drive to minimize food waste. This perspective informs Freshr's philosophy of being "married to the problem, not the product," a mindset that has guided the company through multiple pivots and ultimately toward strong product-market fit.

Now based in Nova Scotia, Mina has come full circle, building a global company while creating local economic impact. Freshr employs talent in the province and contributes to the region's innovation ecosystem, supported early on by organizations such as Invest Nova Scotia, angel investors, and experienced mentors. Beyond his company, Mina is a sought-after speaker and writer on scientific entrepreneurship, frequently presenting at conferences, universities, incubators, and accelerators across Canada, and mentoring early-stage founders through programs such as District 3 incubator and QCSE program in Montreal.

Community involvement and philanthropy are central to Mina's leadership. He is actively engaged in causes addressing food insecurity and homelessness, supporting food banks and community initiatives both personally and through efforts to embed social responsibility into company culture. He believes that businesses have an obligation not only to innovate, but to contribute meaningfully to the communities in which they operate. As Freshr grows, he remains committed to building a client-first, impact-driven organization that reflects these values.

Mina credits much of Freshr's success to the strength of his team and the collaborative ecosystem around him. Guided by integrity, adaptability, and purpose, he continues to lead with a vision of making sustainable innovation commercially viable, demonstrating how science, entrepreneurship, and community stewardship can work together to create lasting global impact.





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Dr. Mina Mekhail is the Founder and CEO of Freshr Sustainable Technologies Inc., a Dartmouth-based company developing advanced, sustainable packaging to reduce global food waste. A bioengineer with a PhD from McGill University, he brings nearly 20 years of experience in biomaterials innovation, multiple patents, peer-reviewed publications, and raised more than \$10 million in dilutive and non-dilutive funding. Inspired by early exposure to food insecurity in the Middle East, Dr. Mekhail combines scientific rigor with entrepreneurial agility. He is an active mentor, speaker, and advocate for food security, sustainability, and science-driven entrepreneurship in Nova Scotia and beyond.

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