

SUMMARY

Medical marketing professional with broad knowledge of nutrition and healthcare industry, as well as work experience within hospitals and alternate care channels. Diverse background includes business planning, P&L management, product life cycle management, collateral and promotion development, and educational programming. Talent for interfacing with organizations and key opinion leaders, nationally and internationally. Ability to work independently and cross-functionally to achieve objectives and to deliver projects on time and on budget. Public speaker and published author.

PROFESSIONAL EXPERIENCE

Nutrition Affairs, LLC Minneapolis, MN

2010-present

President/Owner

Self-employed providing businesses with consultation and project management in the areas of nutrition, health and wellness. Engagements have included development of continuing education programs, revision of service contracts, product &/or market development advice, collateral creation, recipe nutrient analysis and trade show coverage. Clients are national and international involved in medical devices, foods, dietary supplements and other health-related business.

Nestlé HealthCare Nutrition (formerly Novartis Nutrition), Minneapolis, MN

1993 – 2010

Medical Affairs Specialist (2009 - 2010)

Provided clinical support and healthcare insights to retail marketing teams responsible for BOOST[®], Nutriment[®], and Carnation[®] Breakfast Essentials[™] brands.

- Researched and documented substantiation for claims that ensured compliance with FDA regulations. Key participant in development and review of packaging, collateral, and training materials with priority on nutrition and clinical accuracy.

Interim Director of Marketing (2008 - 2009)

Volunteered for integration position that would utilize clinical experience, understanding of product portfolios and knowledge of industry in building foundation for successful new company. Directed activities of four marketing managers, collectively responsible for over 30% of total sales volume.

- Met 2008 sales targets by redefining strategy and revising tactics, training and collateral materials for priority business platforms.
- Contributed to process, locally and globally, of aligning portfolios, resulting in best-in-class product offering for customers. Identified 100+ sku's for elimination, helping to reduce redundancy and operating complexity.

Manager Medical Affairs – US Region (2006 - 2007)

Assigned to rebuild and manage US medical affairs function, leading clinical activities supporting business initiatives.

- Created job descriptions and hired and managed two clinical specialists. Successfully integrated team's nutrition and industry expertise into activities of marketing and sales, locally and globally, within first several months.
- Collaborated with customer call center to revise technical support processes that enabled agents to effectively handle more queries, reducing non-technical calls to medical affairs team by 30%.

Nestlé HealthCare Nutrition (Cont.)

- Worked with sales training to produce and deliver five comprehensive disease and product training modules that were key in elevating knowledge and confidence of sales team in achieving business results.

Senior Marketing Manager (2000–2005)

Product Manager (1998–2000)

Assistant Product Manager (1993–1998)

Earned progressive responsibility within marketing group. Managed business platforms, ranging from \$10-\$150+ million in annualized sales revenue.

- Launched 10+ new products, line extensions or product reformulations between 1995 and 2005 that involved market research, volume projections, leading cross-functional development and launch teams, collateral production, and sales training.
- Led development, piloting and management of customer loyalty program that consolidated various separate promotional programs into one *Source Value Program*™ offering that helped retain over \$25 million in medical foods business. Worked with vendor in creating a privilege level to further enhance loyalty programming.
- Researched the potential to market to the assisted living channel and collaborated with consultant, national sales manager and outside vendor, developing business plan that launched *Nutrition to Your Door*™, which was a step in evolution of medical foods home delivery program that is operating today.
- Participated in development and technical support of *Menu Works*™ software, a dietary management system designed specifically for long-term care food service. Provided as value-add offering to retain business contracts for large customer accounts. Project team received Corporate Group Recognition Award.

HEALTHCARE EMPLOYMENT HISTORY

Production Manager, Fairview Medical Center, Minneapolis, MN

Managed annual budget of \$1.5+ million for food/supplies; directed staff preparing 4,000+ meals/day.

Administrative Dietitian, Fairview Medical Center, Minneapolis, MN

Supervised dietary staff responsible for patient services and timely service of 1,500+ patient meals/day.

Chief Dietitian, St. John's Home, Rochester, NY

Directed diet office staff of five charged with managing clinical nutrition care of 400+ residents.

Food Service Director, Cupola Nursing Home, Brockport, NY

Provided nutrition care for residents and oversight of food service department in 87 bed skilled nursing facility.

Dietitian, Rochester Psychiatric Center, Rochester, NY

Provided nutrition care and counseling for 250+ inmates.

EDUCATION

Bachelor of Science, University of Wisconsin-Stout Majors: Dietetics, Food Service Administration
Minor: Business Administration

Mini MBA, University of St. Thomas, Minneapolis, MN

Dietetic Internship, Henry Ford Hospital, Detroit, MI

PROFESSIONAL LICENSES

Commission on Dietetic Registration - Registered Dietitian #591997
State of Minnesota - Licensed Dietitian #1381

CONTINUING EDUCATION HIGHLIGHTS

Acquire professional education to maintain registration and license: 75+ hours every 5 years per Commission on Dietetic Registration requirements and 45+ hours every 3 years per Minnesota Licensure Board

Commission on Dietetic Registration *Certificate of Training in Adult Weight Management* 2014

University of St. Thomas
Decision Tools for Managers and Supervisors - 0.7 CEU's

University of Wisconsin-Madison
Persuasion & Influence Skills for Managers – 2.0 CEU's
How to Develop a Workable Marketing Plan - 1.4 CEU's
Tactical Marketing Skills & Implementation - 2.2 CEU's
Product Management - 1.3 CEU's

PROFESSIONAL MEMBERSHIPS

Academy of Nutrition and Dietetics (formerly American Dietetic Association) 1980 - present
Current Practice Group Memberships: Diabetes Care and Education, Dietetics in Healthcare Communities, Integrative & Functional Medicine, Nutrition Entrepreneurs, Weight Management
Minnesota Academy of Nutrition and Dietetics (formerly MN Dietetic Association) 1985 – present
Positions: Education Chair Elect 2015, Marketing Chair 2010-2012, Education Chair 2007-2009
American Association of Diabetes Educators 2004-2008
Industry Allies Advisory Council 2005
Exhibitor Advisory Council 2005-2007
American Diabetes Association 2004-2011
American Medical Directors Association 2007-2010
American Society for Enteral and Parenteral Nutrition – 2014-present
Association for the Advancement of Wound Care 2006-2008
Association of Food and Nutrition Professionals (formerly Dietary Managers Association) 2012-present
Dietary Manager Association's Industry Advisory Council 2006-2009
Dysphagia Research Society 2014-present
Food & Consumer Science Professionals 2010-present
Minnesota Nutrition Council 1989-2007 (association disbanded March 2007)
Positions: Fund Raising Chair, Treasurer, Vice-President, President, Past-President
National Pressure Ulcer Advisory Panel's Corporate Advisory Council 2005-2007

PUBLICATIONS

Nuts for Nuts. *Nutrition and Foodservice Edge* January 2015; Vol 24. Pages 28-32.
Menu Planning: Thinking Beyond Color, Flavor & Texture. *Nutrition and Foodservice Edge* February 2013; Vol 22. Pages 17-20.
Adaptive Feeding: Field Report. *Nutrition and Foodservice Edge* July-August 2012; Vol 21. Pages 22-27.
Making Dysphagia Easier to Swallow. *Nutrition and Foodservice Edge* March 2012; Vol 21. Pages 16-20.
Making Your Kitchen Gluten Free. *Dietary Manager* July-August 2011; Vol 20. Pages 22-25.
How to Prepare and Serve Halal Meals for Muslim Clients. *Dietary Manager* May 2011; Vol 20. Pages 23-26.
Weight Management Using a Meal Replacement Strategy in Type 2 Diabetes. *Current Diabetes Reports* April 2010; Vol 10. Pages 159-164.
Pressure Ulcers and Hydration. *Dietary Manager* October 2007; Vol 16. Pages 18-21.

AWARDS

2012 Medallion Award, Minnesota Academy of Nutrition and Dietetics highest honor given for outstanding leadership and contributions to the dietetics profession.

PUBLIC SPEAKING EXPERIENCE

Med-Diet, Inc. Customer Education Series [Monthly Webinar Programming] 2015
Rotating Topics: 1) Dysphagia Diets: When Food Is Therapy, 2) Bariatric Nutrition Overview, 3) Wounds & Nutrition, 4) Nutrition Challenges & the Older Adult, 5) Serving up Allergy Free, 6) Nutrition Update Part 1, 7) Nutrition Update Part 2, 8) Weight Matters: The Obesity Epidemic 9) 7 Truths of Dysphagia

Protein: The Currency of Functional Independence *MN ANFP Fall Conference* – St. Cloud, MN 2015

Career Stars & Networking Night: Panel of Experts – Panel Moderator *FCS Professionals* – St. Paul, MN 2015

To Salt or Not to Salt. *DD Homes*. Galesburg, IL 2015

Med-Diet, Inc. Customer Education Series [Monthly Webinar Programming] 2014
Rotating Topics: 1) Dysphagia Diets: When Food is Therapy, 2) Fiber Facts, 4) Got Salt? Reducing Sodium in the Diet, 4) Faith & Food: Introducing Islam and the Halal Diet 5) Mixing Religion with Food Service, 6) Nutrition & Aging: Feeding Older Folks, 7) Serving up Allergy Free, 8) Nutrition Update Part 1, 9) Nutrition Update Part 2, 10) Weight Matters: The Obesity Epidemic, 11) Good to Know: About Diabetes

Faith, Food and Foodservice. *North Dakota Long Term Care Association* – Fargo, ND 2014

Seven Realities of Dealing with Dysphagia. RD Council Group – St. Louis, MO 2014

Dysphagia and Thickened Liquids *Montana Association of Food and Nutrition Professionals* – Billings, MT 2014

Med-Diet, Inc. Customer Education Series [Monthly Webinar Programming] 2013
Rotating Topics: 1) Dysphagia: Difficulty Swallowing, Difficulty Eating, 2) Fiber Facts, 4) Got Salt? Reducing Sodium in the Diet, 4) Faith & Food: Introducing Islam and the Halal Diet 5) Mixing Religion with Food Service, 6) Nutrition & Aging: Feeding Older Folks, 7) Serving up Allergy Free, 8) Nutrition Update Part 1, 9) Weight Matters: The Obesity Epidemic

Swallow (Safely), Poop (Regularly) and Grow *Neuro-Developmental Treatment Association Annual Meeting* – Houston, TX 2013

The Hunt for Magic US *Foods Healthcare Symposium* – Webinar 2013

Practical Workplace Wellness for Small Businesses Panel *MN Retailers Association* - Hopkins, MN 2013

Dietetic Career Paths, Career Changes and Non-traditional Career Panel
Minnesota Academy of Nutrition and Dietetics Annual Meeting - Bloomington, MN 2013

Entrepreneurial Ideas Brought to You by the Letter “N” *Ingenious Spring Healthcare Symposium* - Palmetto, FL 2013

Med-Diet, Inc. Customer Education Series [Monthly Webinar Programming] 2012
Rotating Topics: 1) Dysphagia: Difficulty Swallowing, Difficulty Eating, 2) Fiber Facts, 3) Gluten Free from Diagnosis to Kitchen, 4) Got Salt? Reducing Sodium in the Diet, 5) Mixing Religion with Food Service, 6) Nutrition & Aging; Feeding Older Folks, 7) Sugar Free Gelatin Again? 8) Nutrition Update Part 1

Faith & Food: An Introduction to Islam and Halal *Dietitians in Health Care Communities* - Minneapolis, MN 2012

Dysphagia & Dehydration *Neuro-Developmental Treatment Association Annual Meeting* - Anaheim, CA 2012

Helping You Help Your Clients *American Occupational Therapy Association Annual Meeting* - Indianapolis, IN 2012

Med-Diet, Inc. Customer Education Series [Monthly Webinar Programming] 2011
Rotating Topics: 1) Dietary Guidelines for Americans for a Healthier Life, 2) Dysphagia: Difficulty Swallowing, Difficulty Eating, 3) Fiber Facts, 4) Gluten Free from Diagnosis to Kitchen, 5) Got Salt? Reducing Sodium in the Diet, 6) Mixing Religion with Food Service, 7) Nutrition & Aging; Feeding Older Folks, 8) Sugar Free Gelatin Again? 9) Nutrition Update Part 1

Survivor: Menu Island *ACFSA Northern Lights Chapter* - Minneapolis, MN 2011

Entrepreneurial Ideas Brought to You by the Letter “N” *Dietitians in Health Care Communities* - Minneapolis, MN 2011

When Religion Collides with Food Service / If Only People Aged Like Wine *North Dakota Long Term Care Association* – Bismarck, ND 2011

Nutrition and Diabetes *Sysco HealthCare Meeting* – Harrisonburg, VA 2011

When Religion Collides with Food Service *Sysco HealthCare Meeting* – Palmetto, FL 2011

Gluten Free from Diagnosis to Kitchen / Dis fa’je-a: Difficulty in Swallowing Difficulty in Eating *Sysco Celebrate the Season* – Chautauqua, NY 2010

Reducing Sodium in the American Diet *Sysco Health Care Fair* – Baraboo, WI 2010

Sugar-Free Gelatin Again? Feeding the Individual with Diabetes *Sysco* – St. Louis, MO 2010

Fiber Facts: Prebiotics, Probiotics and More *Sysco North Dakota & Minnesota Webinar* – Minneapolis, MN 2010

Sugar-Free Jello Again? Feeding the Individual with Diabetes *Utah Assisted Living Assoc. Conference* – Salt Lake City, UT 2010

Nutrition & Aging *Tennessee Dietary Manager Annual Meeting* – Pigeon Forge, TN 2008

Nutrition in Wound Care & Diabetes *Arkansas Dietary Manager Annual Meeting* – Little Rock, AR 2008

Hydration & Pressure Ulcers: Drink or Sink! *Dietary Managers Assoc. National Conference* – San Diego, CA 2007

Adapting Nutrition to the Unique Needs of Aging *Canadian Society of Nutrition Management* – Toronto, Canada 2007

A Global Gathering of Minds: Dysphagia Panel *Hospital Caterers Association* – Birmingham, England 2006

Aging, Sensory, and Dysphagia *RD Council Meeting* – Tampa, FL 2006

Diabetes: Insulin Activity & Protein *Conco Continuing Education Conference* – Shreveport, LA 2006

Healing From the Inside Out *Covenant Care Regional Nurse Training Program* – Oakland, CA 2005

Same Nutrition Problems: New Nutrition Solutions *Crandall & Associates Annual Conference* – Mesa, AZ 2003

Wound Care: Taking the Team Approach & National Dysphagia Diet *Conco Continuing Education* – Shreveport, LA 2003

Dehydration & Unintended Weight Loss *Community Eldercare Services Executive Training* – Biloxi, MS 2002

Using the Right Therapeutic Products *Conco Continuing Education Conference* – Shreveport, LA 2002