

Marketing Lecturer

University of Massachusetts, Amherst, MA 1995 - present

8/01/2023

Spring: "Influencer Marketing" Mktg 497F 2020-Present
Spring: "Advertising & Promotion Strategy Mktg 422 2020-Present
Spring: "Sustainable Product Innovation" Mgmt. 497 Biomimicry/Systems 2015-Present
Fall: "Sustainable Marketing 491/591C" SOM Marketing & Online 2012 - Present
Fall: "Consumer Behavior 410" SOM Marketing 2010 – 2014, Spring 2019
Spring: "Fundamentals of Marketing 301" SOM Marketing 2011 – 2018
Both: "Protect Our Breasts: Interdisciplinary Isenberg Business" 2011 - Present
Spring: "Retail Management" 2016
Spring: "Endocrine Disruptors in the Marketplace 597" (Co-listed Biology 597) 2013-2015
Fall: "Applied Marketing 397" Plant, Soil and Insect Sciences 1999 - 2011
Spring: "Marketing Strategies" MBA 2014
Spring: "New Ventures 292" SOM Marketing 2012
Spring: "Food Marketing" Resource Economics 2003 - 2010
Spring: "Managing Your Own Business" Resource Economics 2011
Spring: "Consumer Marketing 141" Stockbridge School of Agriculture 1995 – 2012
Fall: "Food Merchandising" Resource Economics, 2008 - 2010
Both: "Marketing for Sustainability" SOM MBA Program 2008, 2011
Both: Commonwealth College Dean's Book, UMass 2002 - 2008

Executive Director

Protect Our Breasts, Amherst, MA 2011 – present

Interdisciplinary experiential learning course, run as a non-governmental organization, dedicated to sharing scientific discoveries and safer alternatives to everyday toxins found in products on grocery store shelves that contribute to breast cancer.

Industry Leader

Industry Presentations:

- The Plastic Supply Chain, Organic Confluence, Washington, DC (May 2023)
- Getting Certified in Organic, Expo East (Sept. 2022) and Expo West (March 2023)
- What Chemicals of Concern are in Your Packaging?, Expo East (Sept. 2022)
- What's with All the Plastic? Safer Packaging is Sustainable Packaging, Expo East (Sept. 2019)
- Big Thinking for Sustainable Packaging, Expo West (March 2019)
- State of the Industry: Disrupting for Good in 2018 and Beyond, Expo East (Sept. 2018)
- Organic Blockchain Revolution, Expo East (Sept. 2018)
- Sounds Good, but What About the Chemicals?, Expo East 2017, Baltimore, MD (Sept. 2017)
- Toxins in Products Retailer Staff Training, Cambridge, MA (November 2016)
- Packaging Imperatives: Where We Are & Where We... Expo West, Anaheim, CA (March 2016)
- Future of Millennials Purchasing Values: Toxin Awareness Expo West, Anaheim, CA (March 2015)
- Is Your Store Full of Toxins? SOHO Natural Products Expo, Orlando, FL (Dec. 2014)
- Endocrine Disruptors: What Your Customers Want ..., Expo East, Baltimore, MD (Sept. 2014)
- What's Next: Trends in Organic, All Things Organic, Expo East, Baltimore, MD (Sept. 2013)
- Fourth Annual American Council for Medicinally Active Plants (June 2013)
- Organic Entrepreneurship, Slow Living Summit, Brattleboro, VT (June 2012)
- Mentoring, Women in Naturals Anaheim, Expo West, CA (March 2012)
- The New Generation of Organic, The Organic Summit, Baltimore, MD (October 2011)
- Online & In-Store Classroom, Expo East, Boston, MA (October 2010)

- Social Media Savvy for Seafood, International Seafood Show, Boston, MA (March 2010)
- Organics in a Slowing Economy, Expo East, Boston, MA (October 2009)
- The Meaning of Organic, Global Food & Style Expo, Chicago, IL (April 2008)
- Future Harvest Keynote, Hagerstown, MD (January 2008)
- NASULG: Food Systems Leadership Institute, Burlington, VT (June 2007)
- Communicating the Organic Benefit, All Things Organic, Chicago, IL (May 2007)
- Organic Trade Association Board Meeting, Rutland, VT (July 2006)
- IQPC Marketing Natural & Organic Products, San Diego, CA (January 2005)
- “Setting the Table” Northeast SARE Conference, Burlington, VT (October 2004)
- Organic Training Conference, Albany, NY (February 2004)
- American Society for Horticulture Sciences Conference, Providence, RI (October 2003)
- Society for Nutrition Education Conference, Philadelphia, PA (May 2003)
- Natural Products Expo West, Anaheim, CA (March 2003)
- The Future of Food & Farming Conference, Wilmington, DE (December 2002)
- Tufts University’s Eco-Labels Conference, Boston, MA (November 2002)
- Green Festival, San Francisco, CA (November 2002)
- The Soul of Agriculture Conference, Durham, NH (October 2002)

Academic Honors: Isenberg "Practice & Pedagogy Award" Spring 2023

Industry Honors: Seventh Generation “Women Driving Change” Fall 2018
 New Hope Network Influencer Fall 2017 & 2018
 New Hope Network Women in Naturals Mentor Spring 2012

Board of Trustees: Agricultural Justice Project Advisory Council 2007 – 2013
 Biodynamic Farmland Conservation Trust 1993 – 2010
 Protected Harvest National IPM Certification Program 2005 – 2007
 Northeast Sustainable Ag Working Group 1999 – 2005
 New England Small Farm Institute 2001 – 2004

Seed to Shelf/President

www.seedtoshelf.com

Amherst, MA 2006 – Present

- Real Pickles, Greenfield, MA (2015/2016/2017/2018/2019/2021)
- Gaia Herbs, Inc. Brevard, NC (2012/2013/2008)
- American Herbal Products Association, Boulder, CO (2012)
- Mama Chia Beverages, San Diego, CA (2011)
- International Programs, Organic Trade Association, Brattleboro, VT (2011)
- Australis Aquaculture, Turners Falls, MA (2011)
- Bar Harbor Seafood, Whiting, ME (2011)
- Quality Certification Services, Gainesville, FL (2011)
- Cyclops Frozen Greek Yogurt, New Zealand (2010)
- CSRWire, Springfield, MA (2009)
- MegaFoods, Boston, MA (2009)
- The Tea Room, American County, Napa, CA (2009)
- Bee Raw Honey, Brooklyn, NY (2009)
- Agricultural Justice Eco-label Project, RAFI, Pittsboro, NC (2008)
- Pennsylvania State Apple Eco-label Project, Biglerville, PA (2007)
- Ambassador Organics Biodynamic Foods – Carol Moseley Braun, Chicago, IL (2006)
- Hot Mama’s Foods, Northampton, MA (2006)
- Chang Naturals, Amherst, MA (2006/2007)
- Thompson Organic Chocolates, Meriden, CT (2006)

Natural Products Marketing Consultant

Amherst, MA 1993 – 2006

- Wolf & Associates, New Castle, PA
- Sustainable Sourcing, Great Barrington, MA
- Sandon Local Farmers' Retail Operation, Hadley, MA
- Vermont Dairy – Department of Food & Agriculture, Burlington, VT
- World Wildlife Fund/WPVGA/UWM Healthy Grown/Protected Harvest, Antigo, WI
- New England Forestry Foundation North Quabbin, MA
- Red Tomato, Canton, MA
- The IPM Institute of North America, Madison, WI
- Sustainable Agricultural Technologies, Hampshire College, Amherst, MA
- Community Involved In Sustaining Agriculture, Deerfield, MA
- Franklin County Herb Growers, CDC, Greenfield, MA
- Northeast Sustainable Agriculture Working Group (NESAWG), Belchertown, MA
- Massachusetts Watershed Initiative, EOE, Boston, MA
- W.K. Kellogg Foundation/Fires of Hope Project, Amherst, MA
- Laboratories for Natural Products, Aromatic and Medicinal Plants, Amherst, MA
- Pan American Botanicals, Hadley, MA
- Citizen Planning Training Collaborative, Amherst, MA
- University of Massachusetts Outreach & Extension, Amherst, MA
- University of Massachusetts College of Food & Natural Resources, Amherst, MA
- University of Massachusetts Amherst Campus Strategic Planning, Amherst, MA

Author/Speaker

The Eco-Foods Guide: What's Good for the Earth is Good for You! New Society Publishers, October 2002

- BookSense 76 selection March/April 2003

Appearances:

2002-3 Television: Good Day Atlanta

News 12 NYC Cable
News 12 ABC

Fox 5
Westchester NYC
Asheville, NC

2002-3 Radio: Shopping Smart

Community Connections
Living Naturally with Gary Null
Shelley Schlender/Morning Show
Claire Cummins/Morning Show
EcoTalk Radio with Randy Larsen
Tom Pope Show
The Green Hour with Harry O.
The Joanie Greggains Show
Paula Gordon Show
B.T. & Kelly Morning Show
The Deborah Ray Show
Boston Sunday Review
Jim Zoppo & Moe Lauzier
The Business of Being Healthy
Earthwatch Radio
The Mark Johnson Show
The Woodstock Roundtable
Carolyn Craft's Inner Wisdom
Rachel Maddow/Morning Show
Bob Paquette/Morning Show

WOR Radio Network NY, NY
WPLJ (ABC) AM NY, NY
WBAI, NY, NY
KGNU, Boulder, CO
KPFA, Berkeley, CA
KCFR/Pacifica Network, Chico, CA
Povernomics Network, Washington D.C.
LIVE 105/KITS-FM, San Francisco, CA
KGO Newstalk, San Francisco, CA
WGUN, Atlanta, GA
Cities 97, Minneapolis, MN
Healthy Talk Radio Network, Clearwater, FL
WBCN-FM Boston, MA
WRKO The Talk Station, Boston, MA
WBIX-FM, Boston, MA
Madison, WI
WDEV Radio Vermont, Burlington, VT
WDST-FM, Woodstock, NY
Wisdom Radio Network, Bluefield, WV
The River, Northampton, MA
WFCR, Amherst, MA

Trade Publication Articles:	2005- 2009
<i>Natural Foods Merchandiser</i>	March 2006
<i>Natural Farmer</i>	Fall 2005
<i>Natural Grocery Buyer</i>	March 2003
<i>Progressive Grocer</i>	October 2006
<i>Produce Reporter</i>	

Consumer Publications Articles:	
<i>Vegetarian Times</i>	April 2006
<i>Mother Earth News</i>	April/May 2004

Partner/Managing Editor

TaylorMade Publishing, New York, New York 1989-1991
 ... *NOW in NY* (circ: 25,000) and *Knife & Fork* (circ: 900,000).

Vice President of Marketing

The Riese Organization, New York, New York 1988-1989
 ... \$3 billion restaurant company with in-house ad agency ... 300+ restaurants in Manhattan.

Director of Advertising & Creative Services

Capital Cities/ABC, Inc., WABC Talkradio 77AM New York, New York 1985-1988
 ... Station position, programming, sports (NY Yankees and NY Jets) and sales projects.

Director of Development/Promotion

Public Broadcasting, WLIW TV/21; Long Island, New York 1981-1985
 Public Broadcasting; WCNY TV/FM Syracuse, New York 1979-1981

Education

Masters of Science	Plant, Soil & Insect Sciences Sustainable Agriculture Marketing University of Massachusetts, Amherst, MA
Bachelors of Science	Newhouse Communications School Public Relations & Speech Syracuse University, Syracuse, NY
Associates	Stockbridge School of Agriculture Fruit & Vegetables University of Massachusetts, Amherst, MA