

Senior Marketing Lecturer

University of Massachusetts, Amherst, MA 1995 - present

Fall:	"Marketing for Health & Wellness" Mktg 2025-Present
Spring:	"Influencer Marketing" Mktg 497F 2020-Present
Spring:	"Sustainable Product Innovation" Mgmt. 497 Biomimicry/Systems 2015-Present
Spring:	"Advertising & Promotion Strategy" Mktg 422 2020-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 - 2025
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
Spring:	"Food Merchandising" Resource Economics, 2008 - 2010
Fall:	"Marketing for Sustainability" SOM MBA Program 2008, 2011 Commonwealth
Both:	"College Dean's Book" UMass 2002 - 2008
Both:	

Podcast Host 2025 - Present

ShelfSense: Stories Behind Our Stuff brings together natural products change-makers sharing their stories with younger generations, so together they can help make sense of what's on our shelves. Along the way, they reveal how the choices we make — from food to fashion, beauty to beverages — impact our health, our wellness, and our planet.

Founder

Protect Our Breasts, Amherst, MA 2011 – 2025

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. Breast Cancer Prevention Partners 2025

Industry Leader

Industry Presentations:

- The Value of Anecdotal: Listening to Gen Z Consumers, Expo West, Anaheim, CA (March 2026)
- BCPP Gala Honoree, San Francisco, CA (May 2025)
- 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, 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)

<i>Honors: Academic</i>	Isenberg "Practice & Pedagogy Award" Spring 2023 Provost's Professional Development Fellowship Fall 2023
<i>Honors: Industry</i>	New Hope "Sustainability Leader and Pillar of Innovation" Spring 2025 Seventh Generation "Women Driving Change" Fall 2018 New Hope Network Influencer Fall 2017 & 2018 New Hope Network Women in Naturals Mentor Spring 2012
<i>Board of Trustees:</i>	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)
- CSWire, 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 Fox 5, NYC News 12, Asheville News 12

2002-3 Radio Shows:

WOR Radio Network NYC, WPLJ (ABC) AM NYC, WBAI, NYC
 KGNU, Boulder, CO, KPFA, Berkeley, CA, KCFR/Pacifica Network, Chico, CA
 Powernomics Network, Washington D.C. LIVE 105/KITS-FM, San Francisco, CA
 KGO Newstalk, San Francisco, CA, WGUN, Atlanta, GA, Twin 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

Trade Publication Articles:

*Natural Foods Merchandiser, Natural Farmer,
Natural Grocery Buyer, Progressive Grocer, Produce Reporter*

Consumer Publications Articles:

Vegetarian Times, Mother Earth News

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