

Marketing Disease Prevention in America

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A Conference on Marketing
Obesity-Related Products
and Services



Cathy Kapica, PhD, RD, LD, FACN, CFCS, Senior Vice President / Director Ketchum Global Health & Wellness

Dr. Cathy Kapica is Senior Vice President of Global Health and Wellness at Ketchum Communications. With over 20 years experience in health and nutrition, she counsels clients on strategies and tactics to incorporate science and wellness into their business plans. She is also Adjunct Professor of Nutrition at Tufts University. She developed and leads the Ketchum Nutrition Certification Program for Public Relations Professionals developed in collaboration with Tufts University, the first of its kind global program designed to educate account teams on the basics of nutrition to help provide better client service. Most recently, she co-stars as 'The Lazy Cook' in the video series 'The Lazy Cook and the Crazy Cook' where she shares her unique approaches to food preparation (www.lazycookcrazycook.com). Dr. Kapica is also an advisor for QualityHealth.com, an online resource which strives to provide thousands in the general public with actionable health information to live healthier and happier lives. As a nutrition scientist with a doctorate in public health, she has had a distinguished career in nutrition and health promotion.

Dr. Kapica is the former Global Director of Nutrition for the McDonald's Corporation where she led the nutrition effort for McDonald's worldwide. She worked closely with a multidisciplinary team, including menu management, product development, supply chain, marketing and communications to develop and promote their health and wellness initiative --Balanced, Active Lifestyles-- in the 118 countries where McDonald's restaurants serve over 50 million customers everyday. She led the Food and Menu Committee of the Global Advisory Council on Balanced Active Lifestyles, an advisory board of 16 distinguished scientists from around the world.

Prior to joining McDonald's, Dr. Kapica served as Senior Scientist and Director of Nutrition Education at the Quaker Oats Company where she educated consumers, health professionals and the media on the health benefits of oats. She led the efforts on gathering and communicating the scientific evidence on the efficacy of oats to nutrition scientists and health practitioners through liaisons with their professional organizations.

Her academic career includes prior faculty appointments at Finch University of Health Sciences/The Chicago Medical School and the University of Pittsburgh School of Dental Medicine. She is a former media spokesperson for the American Dietetic Association. Her extensive knowledge of health professional organizations began when she worked at the American Medical Association promoting nutrition in medical education.

Dr. Kapica is a Registered Dietitian, licensed to practice in the state of Illinois; a Fellow of the American College of Nutrition; and Certified in Family and Consumer Science. She is a current member of the American Dietetic Association, the American Heart Association, the American Association of Family and Consumer Sciences, the American College of Nutrition, the American Society of Nutrition, the Institute of Food Technologists and the Society for Nutrition Education.

Dr. Kapica is a graduate of Loyola University, Rush University and the University of Illinois, all in Chicago.