

Alexandra Lewin-Zwerdling  
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## **Experience**

### ***Fruitful (2019-Present)***

Owner

Food and nutrition consulting business developing strategic insights, consumer research, issue briefs, survey develop and science communications on a range of policy, regulatory, public affairs, food trends and habits. Consult for a range of clients including trade associations, non-governmental organizations, foundations and the private sector.

### ***International Food Information Council Foundation (2017-2019)***

*Vice President, Research and Partnerships*

Oversaw the International Food Information Council's (IFIC) organizational and consumer research strategy, development and implementation. Tracked American's eating, purchasing and consumption habits, trends, attitudes and knowledge through studies related to nutrition, food safety, food production and public health. Successfully grew research initiatives from one annual study to over ten studies in one year. Developed and implemented partnerships specifically aimed at connecting IFIC to the public health sector and managed the IFIC Foundation Board of Trustees. Served as one of three senior staff guiding IFIC's re-structure, IFIC Foundation model and personnel.

### ***AARP Foundation, Hunger Impact Team (2014-2017)***

*Senior Advisor*

Developed, led and managed the team's Hunger as a Health Issue portfolio, integrating a nutrition and research strategy into the anti-hunger/food insecurity focus. With a background in nutrition and health science, policy and communications, work in tandem with the communications team to develop effective and engaging collateral material for anti-hunger and nutrition work. Lead thought leadership agenda, events and workshops, and efforts around getting AARP Foundation's work and insights to external current and future partners. Manage multiple contracts, research partners and build internal and external teams to see research and projects to fruition.

### ***Powell Tate, Food, Health and Wellness Division (2011- 2014)***

*Vice President (2013-2014)*

*Director (2011-2012)*

Managed and led day-to-day client relations, stakeholder engagement and public affairs strategy for a range of corporate, non-profit and government food, nutrition, and public health accounts such as Cargill, the Centers for Medicare and Medicaid Services, Weight Watchers and Genentech. Serve as counsel and strategic lead, working closely with research partners to assist with data analysis, tracking and evaluation. Further clients' goals by identifying programmatic, research and issue area gaps that have resulted in new coalitions, programs, relationships and unique academic research. Manage and lead teams of up to ten, including project trackers, budgets and overall strategy.

**The United States Department of Agriculture, Food and Nutrition Service, Child Nutrition Division (2011)**

*Special Assistant to the Child Nutrition Director*

Responsible for interactions and responding to requests from internal and external partners, including food companies and nutrition advocates. Coordinated projects and tasks across Division branches, responded to media inquiries and Congressional correspondence. Helped support implementation of the Healthy, Hunger-Free Kids Act.

**The United States Department of Agriculture, Food and Nutrition Service, Food Distribution Division (2010- 2011)**

*Program Manager and Nutritionist*

Oversaw and carried out the USDA Foods Communications Initiative, a multi-year educational awareness effort to dispel misperceptions about the USDA Foods program and promote the National School Lunch Program. Developed in-depth knowledge of nutrition assistance supply chain by working closely with food companies and agribusiness coalitions. Worked with contractor to disseminate messaging, conduct media outreach, and develop materials including a USDA Foods video, editorials, powerpoints, fact sheets, and advertisements. Gave presentations about USDA Foods and the Initiative at select conferences, and coordinated events related to USDA Foods at the annual School Nutrition Association conference. In addition, led efforts to implement Section 242 of the Healthy, Hunger- Free Kids Act that established model food specifications, and worked with food distributors and vendors to expand the healthy foods offered by the USDA Foods program. Coordinated with other nutritionists, food companies, the Agricultural Marketing Service and the Farm Service Agency to continuously improve the nutritional profile of USDA Foods.

**The Pew Charitable Trusts, Pew Health Group, Washington DC (2010)**

*Project Manager*

Developed and implemented campaign activities and research agenda for the Pew Health Group's two-year, \$4 million Kids' Safe and Healthful Food Campaign. In addition, managed Pew's involvement with the Child Nutrition Initiative, a short-term campaign to ensure a robust Child Nutrition and WIC Reauthorization Act. Wrote fact sheets and policy briefs, conducted research and held meetings with high-level USDA officials, congressional staff, and public health advocates. Finalized contracts and grants for polling, focus groups, long-term research and other campaign-related activities. This two-year campaign, in partnership with the Robert Wood Johnson Foundation, focused on national school food standards, school food safety as well as congressional appropriations for cafeteria equipment, training and technical assistance, and school meal reimbursement. Supervised staff, briefed the campaign's director, and participated in senior staff meetings.

**The Pew Charitable Trusts, Pew Health Group, Washington DC (2009-2010)**

*Senior Associate*

Responsible for developing and advancing Pew's child nutrition agenda. Developed two-year legislative and regulatory advocacy strategy for a national school food campaign. Composed detailed budget and helped secure \$2 million from Pew and \$2 million from the Robert Wood Johnson Foundation to proceed with a national school food agenda. Collaborated with Pew staff, the Make Our Food Safe Coalition and industry partners to strengthen food safety, particularly for foods under FDA's jurisdiction. Developed fact sheets, organized field events, and helped plan strategy for legislative action.

**Center for Science in the Public Interest, Washington, DC (2008-2009)**

*Nutrition Policy Associate*

School food and child nutrition advocate. Worked with the National Alliance for Nutrition and Activity to develop and carry out political strategy to advance childhood obesity prevention and WIC priorities. Lead Child Nutrition Reauthorization Capitol Hill meetings, organized Hill briefings, advocacy events, drafted hearing testimonies, wrote fact sheets, and helped the grassroots community understand USDA's Food and Nutrition Service programs, ranging from WIC to the National School Lunch Program. Developed close working relationships with industry to collaborate on advancing Team Nutrition, school wellness and USDA Commodities legislation introduced during the 111th Congress. Advocated for an increase in funding for the Division of Nutrition, Physical Activity and Obesity within the Centers for Disease Control and Prevention. Served on the District of Columbia's local school wellness policy committee.

**Corporations and Health Watch, City University of New York, New York, NY (2007-2008)**

*Senior Research Associate*

As part of the Food and Fitness Initiative at the Kellogg Foundation, created and carried out a research proposal tracking food and fitness industry decisions and influence on availability and access to healthy foods and physical activity. Wrote food industry and policy stories for organization's newsletter and website.

**Cornell University in Washington, Washington, DC (2006-2007)**

*Teaching/Research Assistant*

Worked one-on-one with Cornell undergraduates who chose to spend a semester in D.C. Guided students on individual policy research and public policy research methods.

**Cornell University, Professor Kathleen Rasmussen, Ithaca, NY (2005-2006)**

*Enhanced Teaching Assistant*

Worked to revise and develop the curriculum and lecture material for "Public Health Nutrition," a required course for nutrition majors. Gave several of the course lectures, led discussion section, and supervised additional teaching assistants.

**World Health Organization, Ithaca, NY (2005-2006)**

*Consultant*

Examined the food offerings of Wal-Mart and McDonald's, and their efforts to comply with the World Health Organization's Diet and Physical Activity Strategy.

**Office of Senator Clinton, Washington, DC (2004-2005)**

*Agriculture and Nutrition Fellow*

Served as the agriculture and nutrition adviser to the Senator, met with constituents, and collaborated with agriculture, nutrition and public health experts. Conducted legislative duties and organized agriculture-focused events for the Senator.

**Cornell University, Professor Pinstrip-Andersen, Ithaca, NY (2003-2006)**

*Researcher*

Wrote three case studies that were included in a food policy textbook and undergraduate course

curriculum. Conducted research related to cotton and sugar subsidies in OECD countries and their impact on low-income countries. Research presented in March 2004 at the Cornell Institute for Public Affairs Spring conference.

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## **Education**

### **Ph.D. Nutrition GPA: 3.9 Cornell University, Ithaca, NY**

Minor areas of study: Public Administration and Epidemiology

Committee Members: Dr. David Pelletier (Chair, Nutrition), Stephen Hilgartner (Science and Technology Studies), Jeffrey Sobal (Nutrition), Kimberly O'Brien (Nutrition)

### **Master of Public Administration GPA: 3.8 Cornell Institute for Public Affairs Cornell University, Ithaca, NY** Concentration: Food Systems/Food Policy

### **B.S. International Agriculture and Natural Resources GPA: 3.6 Cornell University, Ithaca, NY**

Magna Cum Laude

Course work in agriculture, food systems, international development, ecology, public policy, quantitative and qualitative research methods, economics and nutrition

### **Study Abroad**

University of California, Davis

Panama: Tropical Ecology and Sustainable Development

### **Study Abroad**

School for International Training

Australia: Conservation and Resource Management

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## **Activities**

- Society for Nutrition Education and Behavior, Board Member and Chair, Healthy Aging Division (2018-Present)
- AARP Council on Brain Health, Liaison (2017-Present)
- Society for Nutrition Education and Behavior, Board Member and Past-Chair, Advisory Committee on Public Policy (2016-2017)
- National Obesity Policy Research and Evaluation Network, Hunger Safety Net, Food Systems Work Group, Chair (2015-2016)
- Grocery Manufacturers Association, Nutrition Labeling and Education Consortium, Member (2015-Present)
- Institute of Medicine, Invited Workshop Planning Committee Member, BMI and the Elderly (2015-Present)
- Nestle Shared Value Initiative, Annual Report Reviewer (2015)
- National Alliance for Nutrition and Activity Coalition, Member (2014-Present)
- Society for Nutrition Education and Behavior, Chair-Elect and Member, Advisory Committee on Public Policy (2012-Present)

- D.C. Mayor's Commission for Healthy Schools, Appointed Member (2012-2014)
  - George Washington University, Adjunct Faculty (2013)
  - D.C. Advisory Neighborhood Commission, Elected Advisory Neighborhood Commissioner (2011-2013)
  - D.C. Mayor's Commission for Food and Nutrition, Appointed Member (2009-2010)
  - Guest lecturer, George Washington University (2009-2011)
  - Member, Consumer Federation of America Annual Conference Planning Committee (2010-2011)
  - Society for Nutrition Education 2010 Annual Conference, Co-Chair, (2009-2010)
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### **Awards and Honors**

- USDA Performance Award, Outstanding Leadership and Commitment to Improving Perceptions about USDA Foods Among Child Nutrition Professionals and Parents as part of USDA's Communication Plan (2011)
  - USDA Secretary of Agriculture Award, Improving the Nutritional Quality of USDA Foods (2011)
  - Grace Steinger Research Fellowship, Cornell University (2008)
  - Food and Society Kellogg Conference, Nominated and Selected Attendee (2008)
  - Grace Steinger Research Fellowship, Cornell University (2007)
  - Research Travel Grant, Cornell University (2007)
  - Helen H. Giff Research Fellowship, Cornell University (2006)
  - Einaudi Center International Travel Grant, Cornell University (2006)
  - Outstanding Teaching Assistant, Division of Nutritional Sciences, Cornell University (2006)
  - Senator Clinton Agriculture Fellowship, Cornell Agriculture and Life Sciences College (2004-2005)
  - Fellowship for Academic Recognition, Cornell Institute for Public Affairs (2004-2005)
  - Research Honors Distinction, Cornell Institute for Public Affairs (2003-2005)
  - Dean's List, Cornell University (Fall 2001, Spring 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004)
  - Agribusiness Fellowship, Cornell University (2002)
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### **Presentations**

- Lewin-Zwerdling. 2017-2019. Multiple conference presentations highlighting IFIC Foundation consumer research. Various cities.
- Lewin-Zwerdling, A. Spring 2018. "IFIC Consumer Research Findings." The National Academy of Medicine Food Forum, Washington DC.
- Lewin-Zwerdling, A. Spring 2017-Present. "Healthy Eating Attitudes and Perceptions." Developed and presented to approximately 30+ organizations, companies and government agencies IFIC's annual Food & Health survey.
- Lewin-Zwerdling, A. Summer 2016. "Menu Labeling – National Policy Implications." Served as moderator for a presentation at the Society for Nutrition Education and Behavior, Washington DC.
- Lewin-Zwerdling, A. Spring 2016. "The 50+ Consumer: Shopping Habits, Perceptions of Healthy and Decision- Making Factors in a Supermarket Setting." A Presentation at the National

Food Policy Conference, Washington DC.

- Lewin-Zwerdling, A. Spring 2016. "The 50+ Consumer: Shopping Habits, Perceptions of Healthy and Decision- Making Factors in a Supermarket Setting." A Presentation at the American Society on Aging Annual Conference, Washington, DC.
- Lewin-Zwerdling, A. Fall 2015. "Understanding Malnutrition among Seniors. A Presentation at the Gerontological Society of America Annual Conference, Washington DC.
- Lewin-Zwerdling. Spring 2015. "Food Insecurity and Older Adults." A Presentation at the ProMedica Annual Conference, Atlanta, GA.
- Lewin-Zwerdling, A. Fall 2014. "Nutrition and Aging in Older Adults." A Presentation via the AARP Oregon Tele- town Hall Event.
- Lewin-Zwerdling, A. Spring 2014. "Being Heard, Making an Impact; Utilizing Evaluation for Communications Strategies." Bee Marks Symposium at the Society for Nutrition Education and Behavior Annual Conference, Milwaukee WI.
- Lewin-Zwerdling, A. Spring 2013. Panel Moderator: "Communicating about Food Issues in the Age of Social Media." National Food Policy Conference, Washington DC.
- Lewin-Zwerdling, A. Spring 2012. "Food Policy and the Political Agenda." Presentation at the Society for Nutrition Education & Behavior's 2012 Annual Conference, Washington DC.
- Lewin-Zwerdling, A. Fall 2011. "Using Framing to Advance Policy Agendas." Presentation at the George Washington University Health Communications course, Washington DC.
- Lewin, A. Summer 2011. "Marketing USDA Foods." Presentation at the School Nutrition Association Annual Conference, Nashville TN.
- Lewin, A. Spring 2011. "Nutrition Information Availability and Model Specifications." Roundtable discussion at the School Food FOCUS Annual Conference, Denver CO.
- Lewin, A. Spring 2011. "The USDA Foods Communications Initiative." Presentation at the American Commodity Distribution Association Annual Conference, New Orleans LA.
- Lewin, A. Fall 2011. "USDA Foods in the 21st Century." Presentation at the George Washington University Community Nutrition course, Washington DC.
- Lewin, A. Spring 2010. "The Chocolate Milk Controversy." Presentation at the George Washington University Community Nutrition course, Washington DC.
- Lewin, A. Spring 2008. "Childhood Obesity Policy and Diabetes." Presentation at the City University of New York Diabetes Action Workshop, New York NY.
- Lewin, A. Spring 2008. "Whose responsibility. The Importance of Framing in Shifting the Public's Health onto the Individual." Presentation at the Tufts University Future of Food and Nutrition Conference, Boston MA.
- Lewin, A. Fall 2007. "Federal-Level Obesity Policy, Personal Responsibility and the Policy Sciences Framework." Presentation at the Policy Sciences Conference, Claremont CA.
- Lewin, A. and Pelletier, D. Fall 2007. "Improving Nutrition through Interventions in Decision Processes: The Scope, Limits and Strategies of Minor Policy Participants." Presentation at the Policy Sciences Conference, Claremont CA.
- Lewin, A. Spring 2007. "The Politics and Framing of Obesity." Presentation at the Food and Nutrition Education in Communities Update Conference, Saratoga Springs NY.
- Lewin, A. Spring 2007. "Congressional Politics and the Role of Federal-Level Decision-Making in America's Obesity Epidemic." Presentation at the Tufts University Future of Food and Nutrition Conference, Boston MA.
- Lewin, A., Pelletier D. and Porter, C. Fall 2006. "Obesity Policy and the Policy Sciences Framework." Presentation at the Yale University Policy Sciences Conference, New Haven CT.