

Susan Burke March MS, RD, LD/N, CDE

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Nutrition Expert and Educator

Author, Journalist and Contributor

Motivational Speaker

Health and Weight Management Program Developer

Media Spokesperson

Professional Profile

Susan Burke March, Registered Dietitian and Certified Diabetes Educator is a dynamic speaker, accomplished author, enthusiastic media representative, and committed professional counselor dedicated to helping people learn strategies to improve their health and accomplish their weight goals.

Susan's professional initiatives reflect her passion for healthy living and smart weight management. She has authored more than 400+ articles, and is quoted in newspapers, magazines and websites. She has authored professional resources related to online weight management programs, and has been a featured speaker on television and radio, about nutrition, weight management, diabetes and everyday living strategies that all Americans can easily adopt to lower their risk for health conditions associated with being overweight and obese.

Susan is a recognized public speaker, presenting nutrition information with a dose of humor and with innovative strategies for change and improved health. As a media spokesperson, she has made television and radio appearances, speaking at seminars and conferences, writing promotional and informational print material and consumer publications, and exhibiting at trade shows. Some of Susan's popular presentations include *Sugar Coated Nutrition*, *Weight Loss On the Web*, *What's the Best Diet?*, *Busting Nutrition Myths*, *Small Changes/Huge Rewards*, *Know Your Numbers: What You Can Do To Prevent Diabetes*, and *What's a Carb?*

Susan is the author of *Making Weight Control Second Nature: Living Thin Naturally*, *eDiets Pocket Guide of Dieting & Weight Loss*, *eDiets Dining Out Guide*, as well a contributing author for the *eDiets Weight Loss Solutions* magazine. She is the author of more than 400+ articles for eDiets and other online publications, and has been a regularly quoted expert, appearing in the New York Times, USA Today, Washington Post, Ft. Lauderdale Sun-Sentinel, Fitness, Women's World, Men's Journal, Oxygen, Essence, Men's Total Health Digest, Miami Herald and Daytona News Journal, among others.

Susan influenced the dietary health and well being of consumers worldwide, due in large

part to her multi-year and faceted tenure with e-Health leader eDiets.com. As Vice President of Nutrition Services and Chief Nutritionist, she managed the creation and administration of the technology-enabled nutritional and wellness components of eDiets' products, programs and services. Successful and popular wellness projects include eFitness, and eDiets' Living with Diabetes and Heart Smart programs, launched to assist members who are at risk for or who are actively managing diabetes and/or heart disease naturally improve their conditions. Susan also led development of the Glycemic Impact, Mediterranean, Vegetarian and other personalized weight management programs. Susan had both executive leadership and chief nutritionist responsibilities as eDiets launched online versions of the Atkins Nutritional Approach, Bob Green, Slim-Fast, Trim Kids, and the Zone Perfect program among others.

Susan is a registered dietitian and certified diabetes educator, with advanced certifications in adult and adolescent and pediatric obesity. She served as Chief Clinical Nutrition Manager at Mt. Sinai Hospital of Queens, New York. Susan serves as a media spokesperson for the Florida Dietetic Association and has recently completed a two-year elected position as secretary for the Weight Management Dietetic Practice Group, a professional practice group of the American Dietetic Association, and serves as External Relations Assistant Director.

Professional Experience

Susan Burke March LLC; President and founder

eDiets.com, Ft. Lauderdale, Florida

January, 2000 -- February 2005

Vice President, Nutrition Services

February, 2005 -- April 2007

Chief Nutritionist

Responsible for creating and administering the nutritional and wellness components of eDiets.com's diet products and services including the eFitness.com diet and overseeing partnership program development with Allrecipes.com.

Served as key advisor on evaluating prospective diet business relationships, and oversaw the development and ongoing refinement of all personalized meal plans.

Oversaw the development of the nutrition support team call center, creating protocol and script management.

Provided expert-based editorial services for the eDiets newsletter network and web sites, reaching millions of international readers weekly on topics ranging from weight loss and behavioral change to emotional eating.

Mt. Sinai Hospital of Queens, Astoria, New York

December 1994-December 1999: **Chief Clinical Dietitian:** Responsible for clinical nutrition interventions including development of curriculum and materials, personalized nutrition assessment and food plan for program clients, group leadership, and liaison

between physicians and treatment staff

September 1993-December 1994: **Senior Healthcare Center Dietitian:** Provided individual and group nutritional assessment and counseling for weight loss and maintenance, diabetes, hypertension, and hypercholesterolemia.

BBP Brokerage, Inc Flushing, New York: June 1987-September 1992: President & COO: Licensed New York State Insurance Broker

Presentations:

2009: Sports and Cardiovascular, & Wellness Nutrition 45th Annual Symposium: *Weight Management on the Web: Identify and Incorporate Tech Tools to Enhance Dietetic Practice*

2009: University of North Florida: Dietetic Internship Case Studies Class: *Online Weight Management: Resources for New Dietitians*

2009: Central Florida Association of Diabetes Educators: March 14, 2009, Orlando, FL. *Bariatric Surgery: A Cure for Diabetes?*

2008: American Dietetic Association: Food & Nutrition Conference & Expo (FNCE) October 27, 2008, Chicago, IL. *Log on for Weight Management: Web-based Weight Management & Opportunities for Dietitians.*

2008: American Society of Bariatric Physicians; 58th Annual Obesity and Associated Conditions Symposium; September 26-27, Tampa, FL. *Lose It Online; Personalize Your Patient's Plan*

2006: World Congress Implementation and Cost Benefit of Workplace Weight Management Strategies (Determine the Cost: Benefit of Weight Loss Programs)

2004: U.S. Department of Health & Human Services, Region VI Conference Weighing Down Obesity: *Technology Boosts Weight Loss*

Media and Public Relations:

Lead nutrition lecturer for eDiets 2007 member event national tour 2007

Popular resource for media: often quoted on diet and nutrition issues, including newspapers and magazines as the New York Times, Wall Street Journal, Ft. Lauderdale Sun-Sentinel, Palm Beach Post, Miami Herald, Men's Fitness, Forbes, Cooking Light, Women's Health and Fitness, Eating Light, Prevention, Family Circle, Women's World.

Television appearances: CNN: All about online dieting; Satellite media tour to launch eDiets digitized version of best-selling TrimKids with Melinda Southern, PhD; WNBC6 TV Miami: the Ric Sanchez show guest appearance New Years Resolutions.

Frequent radio guest appearances on hosted shows including MomsTown.com, WSRadio.com, World Talk Radio, Total Wellness Radio, Ask Heloise, and the ABC Radio Network

Publications and Contributions:

Author: Naturally Thin Living: Making Weight Control Second Nature. Mansion Grove House, publisher, scheduled Spring 2009.

Author: Online Weight Management: The Spectrum, E-Tools and Integration Into Practice: On the Cutting Edge (OTCE) Summer 2008: Diabetes Care and Education Dietetic Practice Group : This issue devoted to effective lifestyle interventions and prevention of pre-diabetes and type 2 diabetes.

Contributing author: Use of Internet Technology to Support Nutrition and Diabetes Self-Management Care: Diabetes Spectrum: Spring 2008: American Diabetes Association.

Contributing author: Weight Loss on the Web: A Pilot Study Comparing a Structured Behavioral Intervention to a Commercial Program: January 2007: Journal Obesity

Author: Chapter in the Florida Medical Nutrition Therapy Manual 2005: Nutrition Resources Online

Author: Pocket Encyclopedia of Dieting & Weight Loss (2003, eDiets.com); Dining Out Survival Guide (2006 eDiets.com)

Author: Online Weight Management: Effective Resources and Future Innovations for Diabetes Health: Winter 2006 issue of On The Cutting Edge (OTCE). This issue was devoted to Diabetes Education in Non-Traditional Settings.

Contributing author: The Thyroid Diet by Mary J. Shomon (2004 HarperResource)

Education

Queens College, New York, NY

M.S. 1998 Nutrition Education

Queens College, New York, NY

B.A. 1994 Family and

Consumer Sciences

Florida Atlantic University, Boca Raton, FL B.A. 1979 Communication

Broward Community College, Davie, FL A.S. 1976 Medical Assistant

Professional

Registered Dietitian (RD)

Licensed Dietitian/Nutritionist (LD/N) Florida

Certified Diabetes Educator (CDE)

Advanced Training

Commission on Dietetic Registration: Certificates of Training

Adult Weight Management

Childhood and Adolescent Weight Management

Professional Affiliations

American Dietetic Association: #814225	Weight Management Dietetic Practice Group (WMDPG): elected secretary 2007-2009: External Relations Director Assistant: 2009-2010
Florida Dietetic Association: Licensed in Florida since 2000: #ND 3604: Appointed FDA media spokesperson: September 2005 – present.	Dietitians in Business and Communications (DBC) Dietetic Practice Group
American Association of Diabetes Educators (AADE)	Nutrition Entrepreneurs (NE) Dietetic Practice Group
American Diabetes Association	Diabetes Care and Education (DCE) Dietetic Practice Group
	Sports, Cardiovascular and Wellness Nutrition (SCAN) Dietetic Practice Group