

Amanda Kruse MS, RD, CD, FAND

EXPERIENCE

RB/ Mead Johnson Nutrition | Evansville, IN
Associate Manager, Hospital Marketing | September 2020-Present

- Led marketing strategies to drive hospital business for the Enfamil family of brands, including formulas, human milk fortifiers, and accessories
- Collaborated with key internal and external partners for creation and evaluation of digital and print assets, support of grant programs, and coordination of Timeless tracking systems
- Served on conference planning committee, driving direction for education materials and programs
- Oversaw departmental budget initiatives

Heartland Food Products Group | Carmel, IN
Associate Manager, Nutrition Science & Professional Affairs | May 2019-September 2020

- Nutrition expert for Splenda Sweeteners, Splenda Naturals Sweeteners, Splenda Creamers, Splenda Diabetes Care Shakes, KETO:SWEET, and Java House Cold Brew Coffee
- Led marketing strategies to drive sales and branded recommendations from healthcare professionals through print/ digital campaigns, conferences, testimonials, toolkits, and ambassadors
- Managed launch of Splenda Diabetes Care Shakes including nutrient profile and key claims, packaging design, and implementation of integrated marketing plan (print, social/ digital, toolkits, FSIs, shopper marketing), collaborating with internal design team for creative assets
- Refreshed Splenda Professional e-communications, sent to 20k+ healthcare professionals bi-monthly, resulting in a significant increase in open rate and clicks
- Directed call center agency team including new product launch procedures, training, and evaluations
- Coordinated full web refresh of Splenda.com in partnership with Manager of Digital Marketing and external agency including copywriting, creation of patient materials, and design direction
- Established nutrition requirements and performed nutrient analysis for branded recipes
- Liaison to key external partners including trade organizations, agencies, affiliates, and consultants
- K-12 expert for Smart Snacks guidelines, guiding product innovations, recipes and messaging with high school nutrition programs for compliant products, including Java House Cold Brew Coffee

Commercialization Manager | Oct 2018-May 2019

- Project manager leading development of over 100 new products or improved product packaging for brands including Java House Cold Brew Coffee, Splenda, Splenda Naturals Stevia, Promise Beverages, and new innovations in the US and Canada
- Collaborated with marketing, design, procurement, operations and sales teams to ensure deliverables were executed efficiently
- K-12 Smart Snacks expert and team nutrition resource, including leading FDA NLEA updates
- Gathered insights to drive decisions related to product transitions and new product lines

Indianapolis Public Schools FoodService | Indianapolis, IN
Operations Manager & Marketing Coordinator | May 2019-September 2020

- Directed operations in assigned schools for a district of 30k students, co-supervising a team of 200 and adhering to strict USDA guidelines for the National School Breakfast, Lunch, Snack, Supper and Fresh Fruit and Vegetable Programs
- Led departmental marketing and PR initiatives for 70 schools and The Bus Stop Café including media interviews, print/ digital marketing, social media, production facility tours, and website design
- Implemented a growing Food Recovery Program, in partnership with Food Rescue, which grew from a pilot program in 2016 to over 30 schools helping to fight hunger in Indianapolis
- Re-branded PK-12 operations including a new menu, #TryItTour student food testing, food concept stations, design, in partnership with Director and Procurement Specialist
- Directed menu modifications for over 200 students with food allergies or other dietary needs
- Established and maintained Gordon Food Service Cycle Menu Management items and recipes to reflect current procedures, accurate nutrition facts, and food-allergens



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EDUCATION

MS Communication, Integrated
Communication + Advertising
Purdue University

Dietetic Intern
Concordia College (Minnesota)

BS Dietetics, Health Promotion
Michigan State University



HONORS & AWARDS

Fellow of the Academy of Nutrition
and Dietetics
Academy of Nutrition and
Dietetics | 2019

Recognized Young
Dietitian of the Year
Indiana Academy of Nutrition and
Dietetics | 2016

Access Award
Ball State Disability Services | 2016

30 Under 30
Foodservice Director Magazine | 2015

Collaboration
+ Innovation Award
Ball State Business Affairs | 2014

Ball State University Dining | Muncie, IN
Wellness Nutritionist | Jan 2013-Oct 2016

- Directed Dining wellness initiatives and strategic partnerships for campus population of 20k through cross-campus events, strategic partnerships, and integrated marketing communications
- Established point-of-sale calorie and dietary labeling system in partnership with Marketing Coordinator across 14 Dining locations and Burriss School (K-12)
- Created, implemented, and monitored departmental Food Allergy Action Plan
- Led over 250 individual and 185 group nutrition education sessions for students and staff
- Supervised menu creation and implementation of USDA guidelines at Burriss School (K-12)
- Collaborated with Chefs, Menu Manager, and Purchasing team to create balanced menus
- Maintained CBORD to reflect accurate nutrition and food-allergens on NetNutrition webpage and app
- Performed in-house food safety inspections in all Dining locations

PROJECTS & INVOLVEMENTS

The Academy of Nutrition and Dietetics

- Committee for Lifelong Learning | 2017-P
- Commission for Dietetic Registration Appeals Panel | 2018-P
- Commission for Dietetic Registration Competency Assurance Panel | 2019-P
- State Networking Coordinator, 30 & Under in Nutrition & Dietetics MIG | 2013-2015
- Dietetic Practice Group & Member Interest Group Membership – Diabetes, Pediatric Nutrition, Dietitians in Business Communications, School Nutrition Services, Food & Culinary Professionals, Cultures of Gender and Age

The Indiana Academy of Nutrition and Dietetics

- Past-president | 2018-2019
- Awards Committee Member | 2017-2019
- President | 2017-2018
- President-elect | 2016-2017
 - Annual Meeting General Chair
- CPI Chair | 2014-2016
 - Annual Meeting Program Chair
 - Awards Chair

Indiana Academy of Nutrition & Dietetics' Districts

- Central Indiana Academy – Chair, National Nutrition Month | 2019-2020
- East Central Indiana Academy – Treasurer | 2015-2017
- East Central Indiana Academy – Secretary & Newsletter Editor | 2013-2015

Michigan State University (MSU) Alumni Association of Greater Indianapolis

- Young Alumni Volunteer | 2017-2019
- Social Media & Graphics Coordinator | 2017-2018
- Spartan Golf Classic Committee | 2017, 2018
- Global Day of Service Volunteer | 2016, 2017, 2018
- Scholarship Committee | 2015

Preceptor | Ball State University

- Dietetic Internship Program | 2014-2018
- Nutrition Counseling Practicum | 2015-2018

The National Association of College & University Food Services (NACUFS)

- Vice-chair, Midwest Nutrition Education Committee | 2015-2016



CERTIFICATIONS

Registered Dietitian

Academy of Nutrition and Dietetics Commission on Dietetic Registration | 2012

Certified Dietitian (IN)

Indiana Professional Licensing Agency | 2013

ServSafe Foodservice Manager

ServSafe, The National Restaurant Association | 2012

HACCP

The US Food & Drug Administration | 2008



MEDIA & PRESENTATIONS



22 // FOX59, WTHR, RTV-6, WISH-TV, WFYI, American Dairy Assn. of IN, IN Academy of Nutrition & Dietetics, Ball State



23 // Refinery29, Food Management, Diabetes Council, Netdoctor, Mindfood Magazine



10 // Academy of Nutrition & Dietetics Food & Nutrition Conference & Expo, National Association of College & University Foodservices, IN School Nutrition Conference