

Amanda Kruse MS, RD, LD, FAND

AmandaKruseRD.com

EDUCATION

- > **Purdue University** | MS Integrated Communication & Advertising (2019)
 - > **Concordia College** | Dietetic Internship - Foodservice Focus (2012)
 - > **Michigan State University** | BS Dietetics, Health Promotion (2011)
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EXPERIENCE

Reckitt/ Mead Johnson Nutrition | Evansville, IN

Medical Marketing Manager – Specialty (Sept 2022-P)

- Led omnichannel marketing strategies to drive U.S. brand sales and share through purchases derived from HCP recommendations of specialty formulas, including #1 Pediatrician Recommended Nutramigen and PurAmino
- Supported creation of insight-driven campaigns, translating science into compelling HCP communications
- Drove brand impressions with HCPs in coordination with Professional Services team through participation in 9+ conferences and sponsorship opportunities, including print and digital advertising with AAP, APFED, Feeding Matters, FNCE, and NASPGHAN
- Assisted with market research projects to deliver powerful insights across target HCP audiences
- Leveraged digital platforms to effectively engage, complement, and extend reach across target audiences
- Developed and coordinated creative assets for Medical Sales Force, Digital, and Professional Services tactics
- Managed Helping Hands™ sampling program including training, support materials, and work with cross-functional teams; Led launch of program in 2022 which allowed for new insurance reimbursement arm in 2023
- Maintained \$3+ million in budget lines, ensuring accuracy and timely delivery of budget trackers
- Partnered with legal, regulatory, and nutrition science teams (Veeva Vault, DocQ)

Associate Manager, Hospital Marketing (Sept 2020-Sept 2022)

Interim Associate Manager, Medical Marketing (Mar-Jun 2021)

- Led marketing strategies to drive hospital business for the Mead Johnson portfolio, including Enfamil brand formulas, human milk fortifiers, and accessories
- Drove brand impressions and interactions with HCPs in coordination with Professional Services team via participation in 20+ conferences annually (virtual in 2020/ hybrid 2021-2022) and sponsorship opportunities, including PAS, Synova NICU Leadership Forum, FNCE, and AAP
- Led launch of 2021 “Koletzko Guidelines” – Nutrition Care of Preterm Infants 2nd Ed, working with overseas publisher and creating support materials, including discussion guides for Enfamil and competitive products
- Maintained \$3+ million in budget lines, ensuring accuracy and timely delivery of budget trackers
- Managed print materials (SOPS: 50% reduction in costs), parent support kits, coupons, and product samples including launch of streamlined sampling program – Helping Hands™
- Partnered with legal, regulatory, and nutrition science teams (Veeva Vault, DocQ)
- Directed HCP website updates for Hospital Feeding System pages and online resources

Heartland Food Products Group | Carmel, IN

Associate Manager, Nutrition Science & Professional Affairs (May 2019-Sept 2020)

- Managed innovation of Splenda Diabetes Care Shakes, including nutrient profile and key claims, packaging design, and implementation of integrated marketing plan
- Re-launched Splenda Professional e-communications, sent to 20k+ healthcare professionals, resulting in 2x ave open rate (30%) and 3x ave click rate (12%) compared to previous
- Planned and executed 2020 Golden Globes Secret Room Event with Senior Brand Manager, featuring Splenda Stevia - The Sweetest Thing You *Could* Grow...
- Led omnichannel efforts to drive sales and branded HCP recommendations for Splenda Brand Sweeteners

- Directed call center agency team including new product launch procedures, training for efficiencies
- Coordinated overhaul of Splenda.com & Splenda.com/Professionals in partnership with Manager of Digital Marketing & external agency including copywriting, creation of patient materials, product details, and design
- Owned \$1+ million in departmental budget lines, including management of POs and invoices
- Established internal nutrition standards 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
- Managed couponing efforts (Inmar, NCH) and creative projects for HCP marketing team, including literature materials, digital assets, and packaging (Asana)

Commercialization Manager (Oct 2018-May 2019)

- Project manager leading development of over 100 launches (new products/ new packaging) for brands including Java House Cold Brew, Splenda, Splenda Naturals Stevia, Promise Beverages, and innovations in US and Canada
- Collaborated with marketing, design, procurement, operations, and sales teams to deliver to timelines
- 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 (Oct 2016-Oct 2018)

- Directed operations in assigned schools for a district of 30k students, co-supervising a team of 200 and adhering to strict USDA guidelines for all meals, snacks, and after-school programs
- Promoted initiatives for 70 schools and The Bus Stop Café including media interviews, print/ digital marketing, social media, production facility tours, and online accessibility
- 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 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

Ball State University Dining | Muncie, IN

Wellness Nutritionist (Jan 2013-Oct 2016)

- Directed Dining wellness initiatives for campus population of 20k through cross-campus events, strategic partnerships, and integrated marketing communications
- Established POS calorie and dietary labeling 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
- Collaborated with Chefs, Menu Manager, and Purchasing team to create balanced menus with menu mix goals for allergen safe, vegan, and vegetarian offerings -- by 2016 nearly 75% standard menu offerings were available free of gluten ingredients, 23% vegan, and 35% vegetarian
- Maintained CBORD to reflect accurate nutrition and food-allergens on NetNutrition webpage and app

VOLUNTEERING

> **Reckitt/ Mead Johnson Nutrition** | PoP Community Involvement Team Co-lead (2022-P), Onboarding Workstream (2023-P), Communications Team (2021), Young Professionals Social Lead (2021)

- > **The Academy of Nutrition and Dietetics** | DBC DPG Chair (2023-P)/ Chair-elect (2022-2023)/ Social Media Coordinator (2021-2022), MSAC Member (2021-2023), Committee for Lifelong Learning (2017-2020), 30 & Under MIG State Networking Lead (2013-2015)
 - > **Commission on Dietetic Registration** | Competency Assurance Panel Chair (2021-2023)/ Member (2019-P), Appeals Panel Member (2018-2021)
 - > **Michigan State University – Dietetics** | Chair, External Advisory Board - Didactic Program in Dietetics (2022-P)
 - > **Indiana Academy of Nutrition and Dietetics** | Pres-elect, President, Past-Pres (2016-2019), Bylaws Chair (2018-2019), Annual Meeting Program Chair (2014-2016)/ General Chair (2016-2017), Awards Committee Chair (2014-2016)/ Member (2019, 2021, 2023); **District Leadership:** Central IAND NNM Chair (2019-2020), Bylaws Review Team (2020), East Central IAND Treasurer (2015-2017), Secretary & Newsletter Editor (2013-2015)
 - > **Michigan State Alumni Association – Indy Spartans** | Social Media Coordinator (2017-2018), Spartan Golf Classic Committee (2017, 2018), Global Day of Service (2016, 2017, 2018), Scholarship Committee (2015)
 - > **Ball State University Preceptor** | Dietetic Internship (2014-2018), Counseling Practicum (2015-2018)
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HONORS & AWARDS

- > **Academy Leadership Institute Graduate** | Academy of Nutrition and Dietetics (2022)
- > **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)