

Amanda Kruse MS, RD, LD, FAND

EXPERIENCE

Reckitt/ Mead Johnson Nutrition | Evansville, IN

Associate Manager, Hospital Marketing (Sept 2020-P)

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

- Led marketing strategies to drive hospital business and HCP recommendations for the Mead Johnson portfolio, including Enfamil brand formulas, human milk fortifiers, supplements, and accessories
- Collaborated with key internal and external partners for creation of digital and print assets, support of grant programs, and coordination of Timeless tracking systems
- Drove direction with Professional Services partners for messaging, design, and educational resources at 20+ conferences annually (virtual in 2020/ hybrid 2021-P), including digital and print advertising
- Owned select departmental budget lines totaling \$3+ million annually
- Managed print materials, parent sampling kits, product samples, and coupons
- Coordinated with legal, regulatory, and nutrition science for alignment on educational resources

Heartland Food Products Group | Carmel, IN

Associate Manager, Nutrition Science & Professional Affairs (May 2019-Sept 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 HCP recommendations through print/ digital advertising, conferences, testimonials, toolkits, and ambassador programs
- Managed national 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 touch-points
- Coordinated full web refresh of Splenda.com in partnership with Manager of Digital Marketing and external agency including copywriting, creation of patient materials and videos, 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 launches (new products/ new 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 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 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

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
- 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

VOLUNTEERING

- > **Reckitt/ Mead Johnson Nutrition** | POP Comms Team (2021-P), Young Professionals Social Lead (2021)
- > **The Academy of Nutrition and Dietetics** | DBC DPG Social Media Coordinator (2021-P), MSAC Member (2021-P), Committee for Lifelong Learning (2017-2020), 30 & Under MIG State Networking Lead (2013-2015)
- > **CDR** | Competency Assurance Panel Chair (2021-P)/ Member (2019-P), Appeals Panel Member (2018-2021)
- > **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); 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)

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)

EDUCATION

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