

What role can an RD have?

PRODUCT

- Develop nutrition/health strategy
- Research
- Create product-related content
- Quality assurance




What role can an RD have?

MARKETING

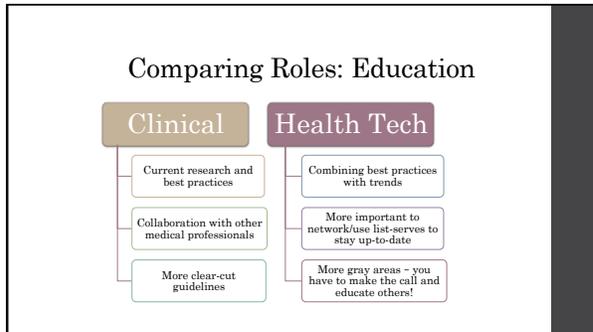
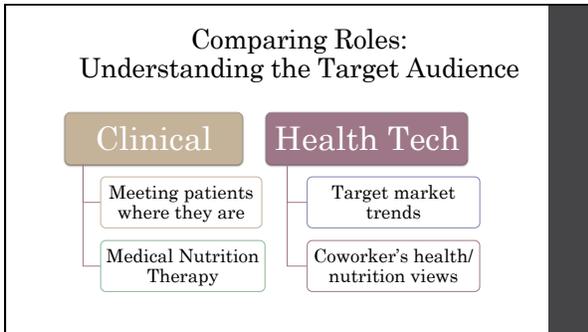
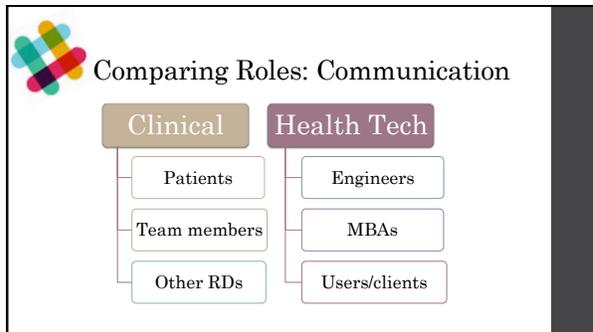
- Brand ambassador/spokesperson
- Customer support
- Manage social media
- Create nutrition wellness content (blog, infographics, newsletters, etc.)
- Lead workshops, events



Salary

Job Title	Average Salary (National)
Senior Software Engineer	\$112,500
Software Engineer	\$95,000
Product Manager	\$103,000
UX Designer	\$87,000
Marketing Manager	\$81,500
Registered Dietitian	\$53,000

Source: glassdoor.com



Case Studies:

What's it like, and how do you get there?



Edwina Clark, MS, RD, APD (Aus), CSSD

- Education**
 - BS in nutrition from Boston University MS in nutrition from Boston University
 - Registered dietitian (2011- present)
 - Australian Accredited Practising Dietitian (2014 - present)
 - Certified specialty sports dietitian (2016 - present)
- Employment history**
 - Head of Nutrition and Wellness at Yummly
 - Head of Nutrition at Orange Chef (acquired by Yummly)
 - Manager of Course Development and Content at Change Collective
 - SWAT Team Performance Nutritionist at EXOS



Edwina Clark

- Why did you originally get into the field of nutrition?**
 - Started running competitively at a young age, parents early on introduced her to healthy, nourishing snacks to have between races
 - Parents instilled a passion for fueling properly for athletics and got her interested in cooking and nutrition
 - Nutrition was a natural fit!
- What led you to work in tech?**
 - Right after grad school worked in corporate wellness for a tech-forward company now known as EXOS, and in that role counseling clients, led lunch & learns and developed a nutrition curriculum for EXOS fitness staff
 - Quickly saw that 1:1 counseling wasn't scalable and became interested in means of reaching a larger audience




Edwina Clark

- What advice would you give RDs trying to get into this field?**
 - Don't be afraid to throw a cold email out there or ask someone for coffee; people love to tell their story. Contacting other RDs in the field is a good place to start.
 - Familiarize yourself with the space: know the big players in the space you're interested in, and use their products if you can.
 - Start small: targeting early stage startups can be a good way to get your foot in the door. Once you get a bit of tech experience, it's easier to hop to the bigger opportunities.




Tara Linitz, MS, RD

- Education**
 - BS in nutrition/dietetics from Cornell University
 - MS in exercise science (public health concentration) from Northeastern University
 - Dietetic Internship at MGH
 - Registered dietitian (2012- present)
- Employment history**
 - Nutrition Manager at EatLove
 - RD at Plus One Health Management (Amgen)
 - Outpatient clinical RD at MGH, specialties in GI/EOE/food allergies
 - Various other short-term roles: private practice in a gym setting, weight loss classes at a local YMCA, hosting nutrition workshops for athletes at Northeastern

Tara Linitz



- Why did you originally get into the field of nutrition?**
 - I've always loved food, and I've always been fascinated by how what we put into our bodies affects our overall day to day health.
 - Initially interested as a young athlete for how to best fuel for peak performance. Furthermore, I watched my family struggle with how to put balanced meals on the table while dealing with multiple, severe food allergies, and how food can impact us on such a personal level.
 - Passionate about educating others on how to navigate practical (and delicious) nutrition in a way that worked for them.
- What led you to work in tech?**
 - I wanted to be part of building a product that could potentially one day help millions of people, put more balanced meals on the table, around any dietary restraints or health conditions.
 - I saw a need for this in my day to day practice as an outpatient RD, and I knew it would be a once in a lifetime opportunity, to be on the ground floor of a startup.

Tara Linitz



- **What advice would you give RDs trying to get into this field?**
 - Network, network, network. Often, young start ups are readily open for feedback. If you see a new product, app or site that peaks your interest, reach out to the team. We hired our fabulous nutrition student intern this way.
 - Familiarize yourself with the language and basics of startups - it helps to learn a little bit more about the landscape of the startup/tech field in general to get yourself up to speed.



Sonja Goedkoop, MSPH, RD

- **Education**
 - BS in nutrition/dietetics from Cornell University
 - MSPH from Johns Hopkins Bloomberg School of Public Health
 - Registered dietitian (2012- present)
- **Employment history**
 - Registered Dietitian, Team Lead at Zesty
 - Outpatient clinical RD at MGH Weight Center
 - Research Coordinator at Johns Hopkins
 - Blogger/consultant at the American Institute for Cancer Research

Sonja Goedkoop

- **Why did you originally get into the field of nutrition?**
 - Parents instilled a passion for healthy eating at a young age
 - Always loved science and wanted to work in the medical field, but was most excited about working in food
- **What led you to work in tech?**
 - I wanted to expand my reach and have a broader impact beyond 1:1 counseling
 - Excitement and challenge - I wanted to do something different, learn skills outside of my training and take a leap into something new




A day in the life of a Zesty RD

Nutrition Analysis

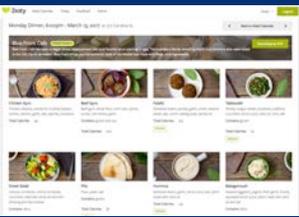
- Menu design
 - Spec'ing new restaurant partner menus
 - Recipe development
- Recipe Builder
 - Creating new information
 - Peer review



A day in the life of a Zesty RD

Menu Curation

- Seed Menus
- Allocation
- Menu Review



Best Aspects of Working in Health Tech

- Dynamic environment
- Exposure to many sectors of the business
- Skill expansion
- Ability for promotion/growth

Overcoming hurdles



Challenge:

- Lack of structure/definition
- Dynamic environment
- Work can seem 'wasted'
- Pushed outside of your comfort zone

Strategy:

- Flexibility
- Time management
- Prioritization
- Optimism

Overcoming hurdles



Challenge:

- Many in the tech community buy into fads and alternative practices!
- Balancing business with your own standards/nutrition views

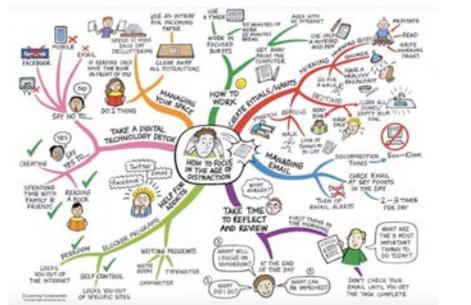
Solution:

- Nutrition is individual - there is no 'right' answer!
- Balance expertise with consumer interest

Learning the Language



- **Acquisition:** when one company buys controlling stake in another company. Can be positive (agreed upon) or negative (no agreement).
- **B2C:** business to consumer (GrubHub, EatLove)
- **B2B:** business to business (Zesty)
- **IPO:** Initial public offering. The first time shares of stock in a company are offered on a securities exchange or to the general public. At this point, a private company turns into a public company (and is no longer a startup).
- **Pivot:** When a startup quickly changes direction with its business strategy.
- **Round:** Startups raise capital from VC firms in individual rounds, depending on the stage of the company. The first round is usually a seed round followed by series A, B, and C rounds (if necessary).
- **Stock options:** Option that gives the holder the right to buy or sell a firm's common stock (ordinary shares) at a specified price and by a specified date. Often negotiated with a lower salary at a startup.
- **UI/UX:** User interface/users experience - the platform that your user views and interacts with



The mind map is centered on 'HOW TO DO IT IN THE AGE OF DISTRACTION'. It branches into several areas:

- WORKING SMART:** Includes 'MANAGING YOUR TIME', 'HOW TO WORK', 'MANAGING ENERGY', and 'TAKING TIME TO REFLECT AND REVIEW'.
- WORKING HARD:** Includes 'TAKING A DIGITAL TECHNOLOGY DETOX', 'BLOCKING PRODUCTIVITY', 'MANAGING YOUR PHONE/APPS', and 'MANAGING YOUR SOCIAL MEDIA'.
- WORKING WELL:** Includes 'KEEPING YOURSELF HEALTHY', 'STAYING MOTIVATED', and 'STAYING POSITIVE'.
- WORKING TOGETHER:** Includes 'TEAMWORK', 'COMMUNICATION', and 'COLLABORATION'.

Practical Advice



- Don't just look for existing jobs, create them
- It's a volatile environment - know what you are getting in to!
- Search for job titles that are not just "RD"
- Network!
- Start at a small company
- Learn the language
- Stay current

Advice: stay current



- **Social media**
 - Post or follow - just stay up-to-date!
 - Instagram (follow food bloggers and photographers)
 - Twitter - post interesting articles
- **Read blogs/articles**
 - TechCrunch
 - Foodtechconnect.com
 - Firstroundreview.com
 - Set Google alerts on companies of interest
- **ASK**
 - When you don't know something - seek it out!
 - Always maintain a thirst for learning
 - Ask for company updates on the industry when you are in the space - your CEO or those on senior management can provide you this info!





“Nothing is too much trouble if
it turns out the way it should.”
- Julia Child