



MEDIA KIT – MARIETTE ABRAHAMMS MBA BSC (HONS) RD

NUTRITION BUSINESS CONSULTANT & FREELANCE DIETITIAN



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EXECUTIVE SUMMARY

- Nutritional Genomics is an emerging science which has developed since the completion of the Human Genome Project in 2003 and is driving consumer demand and interest in personalized nutrition services, health apps and functional food.
- Healthcare professionals have been slow to adopt this disruptive and rapidly advancing science which is set to revolutionize health care delivery.
- Mariette Abrahams is a pioneering entrepreneurial freelance dietitian who has specialized in Nutritional Genomics and prevention and currently provides technical expertise and strategic advice to companies in the Biotechnology, Functional Food & Digital health industry.
- She has clinical and industry experience and has helped to launch two start-ups in the Nutrigenetics space, being on the scientific advisory board of one
- She is a British Dietetics Association media spokesperson on Personalized Nutrition /Nutrigenomics and is regularly quoted in the press.
- She trains other nutrition professionals on the science of Personalized nutrition and how this will impact nutrition practice.
- She is the “go to person” between research and the practical application of the science in the marketplace.

HER WORK

“The niche nutrition consultancy that uses advances in Personalized nutrition to build and grow brands”

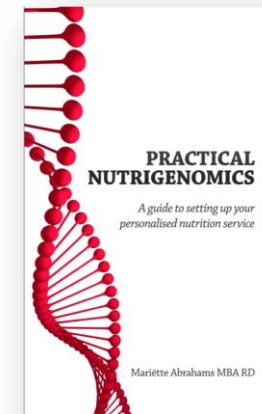
- Was founded in 2011 after noticing that there was a gap in the market linking science and application
- I provide short and long-term contracts on a freelance virtual basis
- I currently serve the Functional food, Biotechnology, Digital Health and PR industry
- Companies I have worked with include MyGenomics, Genovive and DNAfit
- I have provided educational webinars on nutritional genomics to health professionals at industry wit participants from US, UK, Mexico, Phillipines
- I have been contracted to write practice guidelines for RD’s on Nutritional genomics
- I have presented at organizations such as The Nutrition Society, Food Matters Live conference and The British Dietetics Association freelance RD training day

BIOGRAPHY

- Mariëtte Abrahams MBA RD is an experienced UK registered freelance Dietitian and Nutrition Business consultant based in Portugal.
- She has gained over 17 years experience as a specialist clinical dietitian in the NHS (UK) and as a medical affairs dietitian in the Medical Nutrition industry.
- She holds a BSc Nutrition & Dietetics (Univ. Stellenbosch, South-Africa), an MBA (Open University, UK) and further specialization in Nutritional Genomics and is currently pursuing a PhD
- She is a media spokesperson for the British Dietetics Association, writes her own blog and produces a weekly newsletter on updates and developments in the emerging field of Nutritional Genomics, digital health and functional foods.
- She has authored the eBook “Practical Nutrigenomics – a practical guide to setting up your personalized nutrition service” for healthcare professionals
- She is regularly approached to consult with companies on the emerging trends of personalized nutrition & digital health

PRODUCTS & SERVICES

- **Consultancy Services** which include; technical consultancy, training, digital communication services/content creation & spokesperson services, new product development, creativity & innovation
- **Training to HCP's** which include; webinars, podcasts, speaking, eBook



Practical Nutrigenomics – eBook for healthcare professionals available on Amazon Kindle & Smashwords 2012 - \$8,99

SAMPLE NEWS STORY : JAMIE OLIVER AND LONGEVITY FOODS

Jamie's 14 hero foods that help you live to 100

<http://www.dailymail.co.uk/news/article-3242526/Jamie-s-14-hero-foods-help-live-100-Chef-names-goat-s-milk-black-beans-seaweed-ingredients-s-kitchen.html>

Daily  Mail

SAMPLE NEWS STORY – DNA DIETS

DNA diets could help you to lose 33% more weight

Daily Mail June 2014

<http://www.dailymail.co.uk/health/article-2657571/DNA-diet-help-lose-33-weight-Dieters-given-one-five-eating-plans-based-results-mouth-swab-test.html>

Daily  Mail

SAMPLE NEWS STORY – SOYLENT, THE FUTURE FOOD

A Transhumanist wants to feed DIY Soylent to starving children – July 2014

http://motherboard.vice.com/en_uk/read/a-transhumanist-wants-to-feed-diy-soylent-to-starving-children



PRESS QUOTES, ARTICLES AND PARTNER COMPANIES



CONTACT INFORMATION

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