

Kristine R. Spence MS, RDN, CSSD

kristispence@gmail.com | 801.430.8067

PERSONAL SUMMARY:

Passionate, strategically minded Senior Vice President with 15+ years experience developing strong, lasting relationships and making personal connections. Proven ability to develop and execute both business-to-business and business-to-consumer initiatives that positively impact the broader community. Strong vision, leadership, and project management skills lead to successful program development, team management, and long-term organizational success. Areas of expertise include:

- Strategic Planning
- Event Planning
- Project Development
- Relationship Building
- Relationship Management
- Branding, Rebranding
- Public Speaking & Presenting
- Communications & Writing
- Nutrition Expertise
- Digital/Social Media Strategy
- Public/Media relations
- Leadership

PROFESSIONAL EXPERIENCE:

DAIRY WEST: Senior Vice President, Marketing/Strategic Communications

April 2018 - Present

Establishes the strategic direction for organization-wide communication, and inspires the expression of and experience with Dairy West's brands.

Key Contributions:

- Establishes brand vision for Dairy West and Unbottled brands
- Leads Health & Wellness, Farmer Relations and Communications teams
- Develops annual marketing/communications planning, strategy and tactics
- Directs strategic spending of \$1.2 million
- Leads consistency of brand execution and collaboration across the organization
- Serves as the spokesperson for Dairy West
- Leads crisis / issues management

UNIVERSITY OF UTAH: Associate Instructor, Department of Nutrition and Integrative Physiology

August 2019 - Present

Instructor for NUIP 6400: Nutrition Communications & Graduate Seminar. Shares communication theory, strategy and tactics for graduate students in the Coordinated Master's Program to become leaders as they seek to communicate effectively.

ATHLETICS UNITED: Co-Founder

June 2017 – Present

Founded Utah-based non-profit designed to empower local refugees, identify challenges, make local connections, and build a strong and integrated community.

Key Contributions:

- Manages non-profit finances, board activities, website development, and volunteer and contact database
- Works with co-founders and partners to establish programming opportunities and organizational direction

DAIRY MANAGEMENT INCORPORATED (DMI): National Liaison

October 2012 – Present

With the guidance of a state/regional steering committee of CEO's, created and filled a liaison position to satisfy regional needs to feel more connected to one another and to the national dairy community.

Key Contributions:

- Establishes, organizes, and facilitates regular meetings between local – national entities
- Develops and maintains relationships for strong collaboration
- Establishes programs and processes to meet needs of local & national entities

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THE DAIRY COUNCIL OF UTAH/NEVADA: Senior Vice President
Vice President, Communications
Director, Health & Wellness Communications

December 2015 – April 2018
October 2011 – December 2015
October 2010 – October 2011

Hired as dietetics professional to develop and maintain relationships with the local health professional community and general public in order to share and amplify dairy's strong nutrition message.

Key Contributions:

- Grew the position into a comprehensive communications role to share dairy's complete agriculture and nutrition story in order to connect health professionals and consumers with their food supply.
- Led and executed rebranding initiative
- Positioned dairy as a leader within the local agriculture community by establishing strong relationships
- Developed ongoing, community-based programs to broaden dairy's local role and integrate work with national partners

THE ORTHOPEDIC SPECIALTY HOSPITAL: Sport Dietitian

December 2007 – October 2010

Joined a sport science team as an outpatient and community dietitian to provide nutrition services including individual counseling for weight management, sport performance, and eating disorders; to lead clinics and cooking demonstrations and serve as an advisor on sport nutrition for the entire Intermountain Healthcare Network.

Key Contributions:

- Established a monthly cooking class / workshop for Intermountain Healthcare employees with the idea that a healthier community begins with a healthier, more knowledgeable healthcare workforce.
- Grew patient base and served as a local eating disorder expert and member of a broad-based treatment team.

University of Utah, Adjunct Faculty / Lecturer

Fall 2007 – August 2019

Expression Media, Cooking Show Host

2008

St. Anastasia School, 7th Grade Teacher

Spring 2004

Jeppesen, Flight Information Analyst

June 2003 – December 2003

International Plastic Cards Inc., Marketing Representative

January 2002 – May 2003

Princeton in Asia, English Teacher, Pokhara Nepal

July 2001 – December 2001

EDUCATION:

University of Utah, Salt Lake City, UT: MS Nutrition

December 2007

Princeton University, Princeton, NJ: AB Religion

June 2001

PUBLICATIONS/MEDIA: More than 15 academic and consumer publications and regular TV/Radio appearances

CERTIFICATIONS:

- Registered Dietitian Nutritionist (RDN) Current
- Board Certified as a Specialist in Sports Dietetics (CSSD) Current
- Child/Adolescent and Adult Weight Management Certifications 2011, 2010

TECHNICAL SKILLS:

- Graphic Design & Video Editing: InDesign, Photoshop, iMovie
- Website Management: WordPress, basic HTML, Blog sites
- Microsoft Word, PowerPoint, Outlook, Excel, Keynote, Pages

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AWARDS & ACCOMPLISHMENTS:

- Outstanding Alumnus: Division of Nutrition, University of Utah 2016
- Outstanding Preceptor: Division of Nutrition, University of Utah 2010
- TACC Grant Award Recipient: University of Utah 2009
- U.S. Olympic Marathon Trials Qualifier 2008
- Mitsui Cornerstone Scholarship: University of Utah 2007
- Outstanding Utah Dietetics Student – Utah Dietetics Association 2007
- Licensed Pilot – private, instrument and commercial ratings 1997 - Present
- Team Captain: Princeton cross country / track & field 2000

PROFESSIONAL MEMBERSHIPS & INVOLVEMENT:

- **Academy of Nutrition and Dietetics**
 - Sports Cardiovascular and Wellness Nutrition (SCAN) Practice Group, Newsletter section co-editor
 - Food and Culinary Professionals (FCP) Practice Group
 - Utah Chapter Member & Board Member
- **American College of Sports Medicine**