



Debra Wein, MS, RD, NSCA-CPT, CYPD CEO & Founder of Wellness Workdays

Debra Wein is a nationally recognized expert on health and wellness and has designed award-winning programs for both individuals and corporations across the country. She is CEO and founder of Wellness Workdays, a leading provider of worksite wellness programs, and has nearly 20 years of experience working in the health and wellness industry. Debra's interests include bringing the latest developments in nutrition, fitness and wellness to her clients and to anyone who will listen. Her goal is to inspire individuals to make simple and positive changes in their lives that improve their health.

Debra teaches graduate nutrition courses at the Massachusetts General Hospital's Institute of Health Professions and is a regular guest lecturer at the Harvard Business School and MIT. A former recognized faculty member at the University of Massachusetts, Boston, for 12 years, Debra taught undergraduate classes in worksite wellness, nutrition and sport nutrition. She also taught at the Boston Conservatory of Music for several years and is now a guest lecturer, teaching proper strategies on nutrition and weight management for dancers. An engaging and dynamic speaker, Debra has presented to the New England Employee Benefits Council, the Cape Cod Human Resources Association, the Neponset Valley Chamber of Commerce, the US Coast Guard, the US Navy Seals, the USA Track and Field Olympic coaches, and national/regional chapters of the Nationals Strength and Conditioning Association, the Academy of Sports Medicine and the IDEA Health & Fitness Association.

Debra writes a regular nutrition column for the National Strength and Conditioning Association's Online Performance Journal. She has written articles for Men's Health, Muscle and Fitness, Marie Claire and Family Circle, and has been quoted in Health, Shape, Self, Ski, Allure, Fitness and Prevention. She has written for industry publications such as Employee Benefit News and the Northeast Human Resources Association and been quoted in The Boston Globe and various other daily newspapers. Debra has appeared on WFXT (Fox 25-Boston), WLVI (Channel 56), WCVB (Channel 5), WGBH (Channel 44) news, New England Cable News (NECN) and WEEI and WRKO radio news talking about weight loss, men's health, functional foods, childhood obesity, local agriculture, Halloween candy and many other nutrition, fitness and wellness related topics. Debra's weekly e-newsletter, SNaC Bytes, has been emailed across six continents since 2000.

Debra's success has presented her with a variety of opportunities. She is co-chair of the Wellness Planning Committee of the New England Employee Benefits Council; a member of the Board of Directors of the Worksite Wellness Council of Massachusetts and chair of the Council's



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Special Projects Committee; a member of the Steering Committee and Director of Alumnae Engagement for the President's Council of Cornell Women; a member of the Cornell University College of Human Ecology Dean's Advisory Council; a member of the Executive Committee of the American Cancer Society's Women Leading the Way to Wellness; and Chair of the Women's Cabinet of the American Lung Association of the Northeast.

Debra developed Koko FitClubs' Koko Fuel custom nutrition plan, which is an integrated nutrition program that builds individually customized, nutritionist-recommended online meal plans for members at Koko FitClubs' 120 locations nationwide. Debra is a regional spokesperson for Veggie Patch, has been invited to work with Popchips and Garelick Farms as a brand ambassador and was chosen by WBZ-TV and Valio (a division of Finlandia Cheese) to appear in a television commercial introducing their brand of lactose free milk, Real Goodness, to the U.S. market. Debra was appointed by Governor Weld to Chair the Women's Subcommittee of the Massachusetts Governor's Committee on Physical Fitness and Sports and remained through three governor terms. In addition, she chaired conferences for Massachusetts on the state of women's health. Debra was also invited by the South Shore Medical Center (Atrius Health) to help to develop their childhood obesity program, "Shape your Future."

Debra is a Certified Wellness Program Director, having completed the certification program through the National Wellness Institute and WebMD. She is certified as a personal trainer by the American College of Sports Medicine (ACSM-HFS) and the National Strength and Conditioning Association (NSCA-CPTD). Debra holds undergraduate and graduate degrees in nutritional sciences and applied physiology from Cornell and Columbia Universities.