



Susan T. Borra, RDN

**Former Chief Health and Wellness Officer and
Executive Director**

**Food Industry Association and Food Industry
Association Foundation**

**Contributing author: Section 3 Showcase:
“Creating a “New Conversation with Consumers”:
A Timeless Approach to Consumer-Focused Messages”**

Prior to retirement, Susan T. Borra, RDN led the Food Industry Association’s health and wellness initiatives recognizing the unique assets of a grocery store - food, nutrition experts and pharmacy, - and food retail’s important role in helping customers lead healthy lives. Sue was also executive director of the Food Industry Association Foundation which supports research and education in the areas of food safety, nutrition and health to benefit the customers of the retail food industry.

A registered dietitian, she is nationally recognized as an expert in nutrition, food and health. Sue built her career working with national and international organizations representing the food retailing and food processing industries. Throughout her career she was responsible for the development of communications and public affairs strategies, management of nutrition and food safety issues, and she directed the development of consumer education initiatives and programs.

Sue has held many leadership and advisory roles for professional organizations and societies, including serving as president of the Academy of Nutrition and Dietetics (AND) (2001-2002) and chairman of the AND Foundation (1999-2000). She has also served as a member of the Subcommittee on Interpretation and Uses of Dietary Reference Intakes of the National Academy of Sciences (1998-2001).

Sue has a bachelor's degree in nutrition and dietetics from the University of Maryland at College Park and completed her internship at Johns Hopkins University Hospital in Baltimore, MD.

What is one piece of advice you would like to share with current and future nutrition communicators?

The best communicators are also excellent listeners who really know and understand their target audience.

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