

# Emma's Story

## Emma Fogt, MBA, MS, RDN, LDN, FAND

The first 10 years of my career started in nutrition support and obesity research at the Center for the Study of Nutrition and Medicine in Boston, Ma. I knew I was into communications when I saw the opportunity to get a Master's in Nutrition Communications at Boston University. This proved to be a perfect fit for my extroverted, creative personality and also invaluable. A few years later, my husband and I moved to Pennsylvania with two very young children in tow – I had to make a decision to continue nutrition – but if I did, it had to work with my new family responsibilities.



In 2002, I opened up a Pediatric Private Practice called Nutrition for Kids Teens & Families and got on board with a website, blogging and social media. In addition, I branded myself as the mom with expertise in nutrition and was hired by Dietz & Watson, Inc. as their marketing strategist and face of their Healthier Lifestyle Brand. During my time in private practice I counseled over 1000 families, spoke at schools, daycares, and parent associations on pediatric nutrition, created a Pre-K program and book entitled: *Lainy's Polite Bite*, advised teams on sports nutrition, gave many talks on Body Image, and communicated my expertise in print and on television.

As my kids grew and left for college, I rebranded towards nutrition programs and events geared towards corporations – all the while being involved in Toastmasters and The National Speakers Association. I am thrilled that we have the outlets we do to get scientific, evidence-based, nutrition information out to the public. This includes blogs, magazine, articles, e-zines, talks, presentations, seminars, and podcasts as well as all social media platforms available today. I celebrate 30 years as a Registered Dietitian Nutritionist and am grateful to the opportunities the world of nutrition communications provides.

### Let's Connect:

Website: [www.emmafogt.com](http://www.emmafogt.com)

Twitter: [@Emma Fogt](https://twitter.com/EmmaFogt)

Instagram: [@Emma Fogt](https://www.instagram.com/EmmaFogt)

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