

DR. A. ELIZABETH SLOAN

PRESIDENT, SLOAN TRENDS & SOLUTIONS, INC.
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Dr. A. Elizabeth Sloan is the President of SLOAN TRENDS & SOLUTIONS, INC., a consulting firm that offers modern food, pharmaceutical and dietary supplement marketers trend-tracking and predictions, strategic counsel and new product and business-building ideas for today's and tomorrow's marketplace. She is also the Consumer and Product Trends Columnist and a Contributing Editor to Food Technology magazine and the North American columnist for Functional Foods magazine.

As former Editor-in-Chief of McCall's magazine, the oldest women's magazine in the United States with a monthly readership of nearly 18 million women, Dr. Sloan was responsible for the planning, direction and production of its editorial pages.

Prior to being Editor-in-Chief of McCall's, Dr. Sloan served as Director of the Good Housekeeping Institute. While at Good Housekeeping, she managed the Institute laboratories that reviewed consumer products submitted for the Good Housekeeping Seal. These areas included beauty and cosmetics; food; over-the-counter drugs and personal products; home care products; appliances; nutrition, diet and fitness products; and engineering/home improvement systems. She also served as editorial director of the service pages of Good Housekeeping magazine.

Dr. Sloan served as Senior Vice President and International Director of Food and Nutrition for Hill and Knowlton, Inc. Her responsibilities included: Strategic counseling, marketing communications programs and ascertaining competitive advantage for leading food and nutrition clients. Dr. Sloan received two John W. Hill Awards for excellence in public relations. The first award was for the Kraft General Foods Fat-Free Communications program, and the second was for the Wendy's International Inc., R.D. Thomas platform.

Dr. Sloan served as Editor-in-Chief of the international food trade publication, Cereal Foods World and of the technical journal, Cereal Chemistry. She was also concurrently the first scientific director of the American Association of Cereal Chemists. Prior to joining AACC, she was Manager of Nutrition Communications and Technical Services for General Mills, Inc., where she created their monthly nutrition newsletter for health professionals, Contemporary Nutrition, and co-authored its legislative editions, Capitol Commentaries and Nutrition Policy Issues.

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Dr. Sloan has co-authored two college textbooks on nutrition. She has written more than 200 articles on consumer trends and marketing as well as dozens of consumer brochures, technical columns and scientific journal articles.

Until May 1992, Dr. Sloan served as Marketing Columnist for Food Business and International Columnist since January 1991. She has also served as a Contributing Editor to Food Engineering, Processed Prepared Foods, Food Product Development, and others.

Dr. Sloan has appeared on numerous radio and television programs, including The Today Show, Good Morning America, and CBS and NBC newscasts. She has given over 150 presentations before major audiences in the United States.

Dr. Sloan is a Distinguished National Scientific Lecturer for the Institute of Food Technologists and served as national President of its nutrition division. She served on committees of 34 associations and scientific societies including the American Medical Association, the American Dental Association, the American Dietetic Association and the Institute of Food Technologists. She has also served on five government, four corporate, and sixteen university boards and committees.

Dr. Sloan holds a Ph.D. in Food Science and Nutrition with a minor in Mass Communications from the University of Minnesota and a Bachelors degree in food technology from Rutgers University.