



## Biographical Sketch

### Dr. Brian Wansink Executive Director

**U.S. Department of Agriculture  
Center for Nutrition Policy and Promotion**

Dr. Brian Wansink was appointed Executive Director of the U.S. Department of Agriculture's Center for Nutrition Policy and Promotion (CNPP) on November 19, 2007.

In this position, Dr. Wansink represents the Department in matters related to nutrition policy and guidance. The two primary objectives of CNPP are to advance and promote dietary guidance for all Americans and conduct applied research and analysis in nutrition and consumer economics. In this position, Dr. Wansink will be responsible for overseeing the planning, development, review, and promotion of the 2010 *Dietary Guidelines for Americans*, the *MyPyramid* food guidance system, and programs including the *Healthy Eating Index*, the *USDA Food Plans*, and the cost of raising a child.

New initiatives include expanding *MyPyramid* for target populations, such as moms and pre-school children, and launch new tools including the *MyPyramid Menu Planner*, the *Cost of Raising a Child and Child Cost Calculator*, and monthly podcasts (see [MyPyramid.gov](http://MyPyramid.gov)). Further, under *Project M.O.M.* (Mothers & Others & MyPyramid), Dr. Wansink is challenging corporate America to help put an end to childhood obesity by creatively working in win-win ways that promote healthy eating practices and increasing physical activity.

Dr. Wansink joins USDA with over 25 years of experience in nutritional science, food psychology, consumer behavior, food marketing, and grocery shopping behavior. His award-winning academic research on food has been published in leading marketing, medical, and nutrition journals nationally and internationally, and contributed to the development and introduction of "100 calorie" packaging. He is the author of *Mindless Eating: Why We Eat More Than We Think* and *Marketing Nutrition*. He has been recently featured on *20/20*, *60 Minutes*, *The Today Show*, and in *The Washington Post* and *New York Times*. In January 2008 Dr. Wansink was named *Person of the Week* by ABC News.

Dr. Wansink has taken an academic leave of absence from his professorship at Cornell University where he holds the John S. Dyson Endowed Chair, Professor of Marketing, and Director of the Cornell Food and Brand Lab in the Department of Applied Economics and Management at Cornell University, Ithaca, NY. He has had academic appointments at Dartmouth College, Vrije Universiteit (The Netherlands), the Wharton School at the University of Pennsylvania, the University of Illinois at Urbana-Champaign, INSEAD at Fountainebleau (France), U.S. Army Research Labs, and Cornell University.

He received a Ph.D. at Stanford University, 1990; M.A. at Drake University, 1984; and B.A. at Wayne State College, 1982.

Born in Sioux City, IA, Dr. Wansink resides with his wife Jennifer, and daughters Audrey and Valerie.

He regards himself as a mediocre saxophone player having played with a jazz quartet, a ten-piece rhythm and blues band, and a rock band. He enjoys both French food and French fries in portion sizes commensurate with the *Dietary Guidelines*.