

JOAN HORBIAK, MPH, RD

Health & Nutrition Network

Joan Horbiak is a top media communications advisor as well as an established speaker, trainer and author. For the past 25 years, she has acted as the President and Founder of Health and Nutrition Network, a consulting group specializing in the development of media and health professional communications.

Horbiak brings a unique blend of expertise in communications, training and development, together with a national reputation in nutrition. Scores of Fortune 500 companies and leading health organizations rely on her counsel for such high-stake challenges as media appearances, crisis media situations, major presentations and messaging strategies. Horbiak has coached a diverse range of clients including corporate executives, health care professionals, scientists, educators, noted authors and government officials for interviews with the Today Show, Good Morning America, Business Week, The Wall Street Journal, TIME Magazine, Fortune, and numerous radio and television satellite feeds. She is also well known for her work with training leaders from the AAP, ADA, AMA, NMA, ASN and AICR. Her communication models have been used nationwide from the National Heart, Lung and Blood Institute to the American Society for Nutrition to the Physician's Nutrition Take the Lead Program.

Horbiak has appeared in over 1000 media interviews worldwide, including CNN, Good Morning America, CNBC, USA Today and The New York Times. The Chicago Tribune noted, "Joan Horbiak has a way of turning the mundane into something worth listening to." She achieved national prominence by serving as the National Food Safety Media Spokesperson for the 70,000-member American Dietetic Association (ADA) and as the ADA's National Media Spokesperson. Horbiak has acted as a media consultant to CNBC, NBC and Good Morning America. This experience adds valuable "hands-on" perspective to her media counsel. In these roles, Horbiak's health messages have reached millions of Americans.

Prior to forming her own company, Horbiak held positions in media relations for Ross Laboratories and the University of Pittsburgh's Multiple Factor Risk Intervention Trial. She also served as a faculty leader for the National Heart, Lung and Blood Institute's Communications Skills nationwide workshops and authored books with Duke University's Diet and Fitness Center.

Horbiak's contributions to the field of nutrition and food communications have set standards and were recognized when the Pennsylvania State University selected her as the first recipient of the Outstanding Achievement Award in 2000 and the Alumni Fellow Award in 2002. The Alumni Fellow Award is the highest honor given in recognition of professional achievement nationwide. She recently delivered the Dorothy Proud Fund Lecture on Media Communications at Cornell University. Horbiak holds a B.S. from the Pennsylvania State University, an R.D. certification from the University of California Hospitals and Clinics, and an M.P.H. from the University of Pittsburgh. As a mark of special honor, she was awarded the University Scholar distinction by the University of Pittsburgh.