

## Bill Layden



Bill is a partner and co-founder of FoodMinds, LLC, a food and nutrition consulting and communications company that specializes in harnessing science, public affairs and communications to meet business and public health objectives. Bill knows and loves food. He is recognized as a leader in food and nutrition policy and promotion and sought after around the globe by leading companies, brands and organizations for strategic counsel and insights.

Bill has counseled the Almond Board of California, American Heart Association, Anschutz Health & Wellness Center at the University of Colorado-Denver, Bunge, Bush Brothers Company, Dairy Management Inc., Distilled Spirits Council of the U.S., Egg Nutrition Center, Grocery Manufacturers Association, Kellogg Company, Kraft, National Cattlemen's Beef Association, National Confectioners Association, Nestlé, Procter & Gamble, Wm. Wrigley Jr., Co., and many others. He provides strategic counsel on the major challenges and opportunities facing the food and agriculture sectors and develops pathways to navigate the future to achieve client objectives.

He sits on the Board of Directors for the America on the Move! Foundation, the Board of Advisors for the Friedman School of Nutrition at Tufts University, the External Advisory Committee for the Division of Nutritional Sciences at the University of Illinois and the American Society for Nutrition Foundation.

Before co-founding FoodMinds, Bill directed the Food & Nutrition practice at Edelman Public Relations and the food group at Porter Novelli in Washington, D.C. Before providing executive leadership in food and nutrition public relations, Bill served as USDA's first director of nutrition promotion at the Center for Nutrition Policy and Promotion, responsible for producing the 4th edition of the U.S. Dietary Guidelines and updates to the Food Guide Pyramid.

Bill has a degree in public administration from George Mason University in Fairfax, VA. He began his career as a congressional investigator and spent many years on Capitol Hill focusing on food, nutrition and agricultural policy with a special emphasis on food safety and nutrition.

The foods most often on Bill's mind are a medium-rare rib eye, wild mushrooms, sugar snap peas, sourdough bread, and fresh-picked peaches.