



Kate Geagan, MS, RD



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Kate is an award winning dietitian and a nationally known speaker when it comes to making good nutrition within reach for busy people.

Since launching her company **IT Nutrition** in 1999, Kate has worked with dozens of companies to develop nutrition-related programming for their employees, such as **GE Aircraft, Sun Microsystems, Reebok International, Yankee Candle, Boston Scientific Corporation** and **Citistreet**. Kate is the author of *Go Green, Get Lean: Trim Your Waistline with the Ultimate Low-Carbon Diet* (Rodale, January 2009).

Kate also works consistently with the media as a trusted nutrition and media communications expert. Kate has served as a spokesperson for numerous companies including **Bausch & Lomb, Promise®, Boca Burgers®, Green Giant®, Seven Seas Multibionta®, Ajinomoto, the USA Rice Federation, Natural Harmony Foods** and **the Tea Council of the U.S.A.** She has conducted over 65 media interviews in print, TV and radio; she has appeared on **NBC, ABC, CBS, Comcast, and FOX News** affiliates across the country, and has been quoted in *The Wall Street Journal, The Boston Globe, Prevention, Family Circle, Woman's Day Magazine, the Salt Lake Tribune* and the **Health Radio Network**. Kate has worked with several PR firms as a media expert including **Ogilvy Public Relations Worldwide, Pollock Communications, The Fratelli Group, Weber-Shandwick** and **Watson Mulhern Life Sciences Communications**. Kate has experience with both SMTs and RMTs.

A busy working mother of 2 young children herself, Kate understands firsthand the challenges that come with fitting good nutrition into hectic lives. Through both her corporate wellness and her media work Kate has extensive experience in helping consumers translate the latest nutrition science into real food choices.

Author,
Go Green, Get Lean:
*Trim Your Waistline with the
Ultimate Low-Carbon Diet*
(Rodale, January 2009)



“Kate Geagan was an ideal representative for our client’s health product due to her extensive knowledge of the health and nutrition space, her mediagenic communications style and her energetic personality. We absolutely look forward to working with Kate more in the future.”



Danielle Mackey
Senior Vice President
Ogilvy Public Relations Worldwide



Awarded 2004
Recognized Young
Dietitian of the Year
in Massachusetts by the
American Dietetic
Association



“Kate is extremely professional, sharp and quickly adapts the material she has to find the right angle for the media. Within a few weeks, she had both broadcast and print placements that delivered great messaging and thrilled the client. She is a media star.”



Amanda Shannahan
Account Supervisor
Ogilvy Public Relations Worldwide

