

# Lauri Lang, RDN/LDN, CWPC

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[www.laurilang.com](http://www.laurilang.com)  
[www.mellon.com/eatwell](http://www.mellon.com/eatwell)

## PROFESSIONAL PROFILE

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### Strengths and Skills

- Dynamic, interactive presenter, motivator, educator
- Leader, developer of products and people
- Local, global, creative, and critical thinker
- Strategic and tactical agent of change
- Strong persuasive skills; influencer
- Seasoned, client-focused, professional
- Tenacious, passionate, and goal-oriented; track record of high performance and success

### Expertise and Experience

- Health promotion, nutrition and well-being, food as medicine, coaching, counseling, tobacco cessation, wellness program/product development, presentation
- 16 years' cumulative experience in healthcare delivery across multiple models and modalities.
  - 6+ years' internal to health insurance providers
  - 10 years of experience as independent contractor, engaged by consulting firms and brokers to deliver services to insured populations.
- 5 years as the "face of wellness" for a regional employer with 20+ locations serving 1,000+ field workers, office, and executive personnel. Developed, designed, and delivered four programs annually; monitored and summarized program progress to HR and senior management to ensure maximum results.
- Private practice in nutritional health and well-being coaching and counseling, clinical fill-ins in hospitals, as well as long term care and cardiac rehab facilities. Areas of nutrition and lifestyle change focus include:
  - Cancer prevention and survivorship
  - Autoimmune conditions
  - Anti-inflammatory protocols
  - Hypercholesterolemia, diabetes, hypertension, heart disease
  - Women's health; men's health
  - Anti-aging strategies
  - Tobacco cessation and other addictive disorders
- Created content and presented in each of seven video vignettes for a web-based nutritionally-focused wellness program ([www.mellon.com/eatwell](http://www.mellon.com/eatwell)) for an international financial institution. Launched in US, UK, and India, *Eat Well* was completed by 1,500+ employees as part of a comprehensive strategy that led to positive

medical trends and improved ROI. *Eat Well* earned an IABC (International Association of Business Communicators) award.

- Presented case studies in VIP meetings to showcase the impact of programming and coaching on populations as well as ROI.
- Presented at the Sjogren's Syndrome Foundation National Conference 2014 (Chicago) alongside physicians and scientists to 450+ people. Invited to present as a result of a local pro bono presentation to rave reviews.

### **Leadership and Training**

- Served as corporate liaison to an external vendor of health coaching services to ensure effective training of contracted nurses, dieticians, and exercise physiologists in delivering corporate wellness programming to offsite insured populations.
- Recognized and rewarded for leadership skills, relationship building, and the ability to unify group effort to the call to action.
  - Promoted seven times, from entry level to divisional manager with responsibility for a staff of 5 supervisors, 75 personnel, and clerical staff in a Division of the May Company.
  - Promoted from marketing to management of recruiting, hiring, and training to facilitate telemarketing for the Pennsylvania Institute of Culinary Arts.
- Designed, developed and projected-managed effective formal training processes, materials, policies and procedures for two corporations.

### **Employment History**

2010-present	Cigna Healthcare, Case Management Specialist
2009-2010	Highmark, Inc., Health Promotion Consultant, National Business, Clinical
1999-2009	Private Practice: Lauri Lang, Health Promotion Consultant, Corporate Wellness Programming and Development

### **Education**

- 1999 BS, Clinical Dietetics and Nutrition, University of Pittsburgh  
*Summa Cum Laude*, University Scholar Honor
- 2009, Certified Wellness Program Coordinator, Larry Chapman Institute
- Cumulative Continuing Education Credits since 1999 (minimum 15/year) to maintain professional registration and licensure, focus on holistic, integrative, and functional medicine