

John Pillepich, PhD, CPhT

Strategic Advisor | Nutraceuticals, Brand Alignment & Product Development

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Professional Summary

Innovative nutritionist and certified pharmacy technician with 30+ years of experience in nutraceutical product development, B2B/B2C marketing, clinical applications, and health brand strategy. Proven ability to formulate unique supplements, evaluate alignment among brand intent, messaging, target markets, and customer experience, and develop practical diagnostic tools. Author and contributor to publications in health and nutrition.

Core Competencies

- Nutraceutical Formulation
 - Brand and Marketing Alignment
 - Scientific Writing & Education
 - Website and Customer Experience Evaluation
 - Clinical & Retail Nutrition Guidance
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Professional Experience

Alignment Audit Suite, Monroe Township, NJ

Founder and Strategic Advisor

- Created a white-label diagnostic evaluation that helps agencies assess alignment among client brand intent, messaging, target market, and website experience.
- Developed structured questionnaires and reporting tools that identify gaps between intended value and customer-facing execution.
- Positioned the service to support stronger agency recommendations, higher-value engagements, and client reactivation opportunities.

Patients Medical PC, New York, NY

Nutrition Director

- Developed and managed the “Patients Med Health Club” wellness program.
- Proofed and revised four websites to enhance usability and reflect current market trends.
- Led eCommerce initiatives, marketing strategy, and web content development.
- Proposed and implemented remote team handling of online orders, with detailed illustrated processing manual.

PATH Medical PLLC / Total Health Nutrients, Inc., New York, NY

Chief Scientific Advisor

- Formulated custom nutritional products and maintained product catalogs.
- Managed clinical dispensary operations and wrote all marketing literature.
- Proposed and implemented 24/7 answering service handling of inventory product phone orders, with illustrated operator training manual.
- Collaborated with designers and developers to execute a complete website redesign.
- Served as media contact (magazine/radio/TV) and contributed to published books.

Princeton Brain Bio Center (Schizophrenia Foundation of NJ), Princeton, NJ

Director of Product Development and Dispensary Manager

- Created custom formulations for the medical practice.
- Reorganized the dispensary to improve operational efficiency.
- Provided nutritional counseling to patients and supported the medical practitioners.

Country Life, LLC, Hauppauge, NY

Director of Research & Technical Education

- Led R&D supplement formulations.
- Trained the national sales team.
- Created technical documents for the trade shows.
- Supported consumer education through literature and Q&A.

Additional Experience

Whole Foods Market, Inc., Marlboro, NJ

Whole Body Department

- Advised customers on nutritional and wellness products.
- Maintained inventory and merchandising; supported quarterly audits.

Strong Memorial Hospital, Rochester, NY

Clinical Chemistry

- Performed numerous chemistry determinations supporting hospital diagnostic decisions.
- Conducted quality control and preventive maintenance to ensure accuracy and reliability.

Education

- **PhD, Holistic Nutrition** – Clayton College
- **MS, Nutritional Sciences** – University of Washington
- **BS, Health Science** – SUNY Brockport
- **Additional Studies:** Bastyr University (Pre-med); Education Direct (Pharmacy Technician)

Certifications

- **Certified Pharmacy Technician (CPhT)** – PTCB (valid through 2028)
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Publications

- *The Nutraceutical Reference Guide* – Comprehensive clinical supplement guide.
- *Nutrition Discovery* – Personalized dietary education program.
- *Metabolic Mastery* – Graduate-level, intermediary-metabolism learning program.