

A Nutritionist Who Strengthens Every Part of Your Business

Science

Marketing Insight

Clinical Experience

Product Development

Nutrition expertise that connects
research, formulation, and strategic execution.

John Pillepich

INTEGRATED SKILLS FOR YOUR TEAM

R&D | Product Development | Marketing | Clinical Insight

Most companies hire either a nutritionist, a formulator, a marketer, or a clinical educator. With my background, you gain all these strengths in one person. This creates stronger innovation, clearer product positioning, and more strategic decision-making.

An external perspective often brings clarity that is hard to achieve from inside daily operations. I offer an objective viewpoint and serve as a thoughtful sounding board for new ideas, helping teams evaluate opportunities with greater confidence.

HOW YOUR COMPANY BENEFITS

Market-Ready Formulations

- Formulas aligned with consumer trends and scientific evidence.
- Product concepts designed for both clinical and retail markets.

Sales-Driven Scientific Messaging

- Accurate scientific communication translated into customer-friendly language.
- Educational content that supports retailers, sales teams, and consumers.

Clinical and Retail Insight

- Clear understanding of practitioner priorities and retail customer behavior.
- Insight into sales-team motivators to support stronger field performance.

Cross-Functional Perspective

- Improved coordination across R&D, marketing, sales, and operations.
- More cohesive brand messaging and stronger execution across teams.

Stronger Digital & eCommerce Performance

- Optimized product descriptions that improve conversion and clarity.
- Website and category updates that reflect evolving market needs.

EXPERIENCE THAT DRIVES RESULTS

Broad Industry Experience

Experience across supplement companies, clinical practices, retail environments, and pharmacies, providing:

- Broad market understanding.
- Faster detection of gaps and opportunities.
- Insights that typically require multiple specialists.
- Familiarity with both B2B and B2C product environments.

Leadership & Accomplishments Across Organizations

- Led product development and formulation initiatives at multiple companies.
- Directed sales training, clinical nutrition programs, and technical education.
- Managed eCommerce strategy, web content, and full website redesigns.
- Served as media contact (magazine, radio, and TV).

Advanced Academic Credentials

- PhD, MS, and BS degrees in nutrition and health science.
- Additional studies in pre-medical sciences and pharmacy.
- Certified Pharmacy Technician (CPhT).
- Author of educational programs and clinical reference guides.

Versatile Strategic Expertise

- Product formulation and innovation strategy.
- Scientific writing and education.
- Marketing and positioning strategy.
- Advisory support for innovation and organizational growth.
- Website content, retail strategy, and eCommerce optimization.
- Strategic perspective across product, marketing, clinical, and digital initiatives.

STRATEGIC SUPPORT FOR YOUR COMPANY

If your company is rethinking how it presents itself, how clearly its message comes across, or how effectively its website supports the customer journey, I can help bring a more integrated, strategic perspective. My background allows me to contribute clearer positioning, more coherent communication, and stronger alignment between what a company intends to convey and what a customer actually experiences.

My experience across nutrition science, product development, clinical environments, marketing, retail, and digital communication allows me to look beyond individual projects and consider how the pieces work together. This can help uncover gaps that may be less apparent when formulation, marketing, sales, and digital activities are evaluated separately.

Areas of Support

- Product formulation insight.
- Brand and messaging evaluation.
- Target market and buyer profile assessment.
- Website design evaluation.
- Website functionality assessment.
- Sales team education and support.
- Customer education and guidance.
- Cross-functional review of opportunities and potential gaps.

I can also provide an independent perspective on new ideas, products, marketing initiatives, or areas where a company may benefit from looking at an existing approach differently.

Contact

John Pillepich
www.John-Pillepich.com
jpillepich@gmail.com
609.575.0880