

## 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 a stronger alignment between what a company intends to convey and what a visitor actually experiences.

### 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.

### Engagement Structure

For consulting engagements, a salary-based structure at a half-time to full-time level is preferred, as it supports consistent momentum and efficient project flow. Work is conducted with a strong focus on moving projects forward quickly.

Most roles can be supported remotely, with flexibility for on-site visits as needed. A minimum three-month engagement is typically required to ensure continuity and meaningful results.

### Contact

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



# 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.
- Flexible engagement options include part-time, advisory, or consulting.