

John Pillepich, PhD, CPhT

Strategic Advisor | Nutraceuticals, Sales Growth & Product Development

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Professional Summary

Innovative nutritionist and certified pharmacy technician with 20+ years of experience in product development, B2B/B2C marketing, and clinical applications in the nutraceutical and alternative medicine industries. Proven ability to formulate unique supplements and educate customers in retail and clinical environments. Author and contributor to publications in health and nutrition.

Core Competencies

- Nutraceutical Formulation
 - B2B/B2C Product Marketing
 - Scientific Writing & Education
 - eCommerce & Inventory Systems
 - Clinical & Retail Nutrition Guidance
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Professional Experience

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.

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.
- 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

- Reorganized and managed the dispensary.
- Created custom formulations for the medical practice.
- 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.
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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.

Walmart, Inc., East Windsor, NJ

Pharmacy Support

- Assisted with pharmacy inventory and OTC wellness product stocking.
 - Provided customers with nutritional and wellness guidance.
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Education

- **PhD, Holistic Nutrition** – Clayton College
 - **MS, Nutritional Sciences** – University of Washington
 - **BS, Health Science** – SUNY Brockport
 - **BPS, Resource Management and Recreation** – SUNY Brockport
 - **Additional Studies:** Bastyr University (Pre-medical Sciences); Education Direct (Pharmacy Technician program)
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Certifications

- **Certified Pharmacy Technician (CPhT)** – PTCB (Valid through 2026)
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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.
- Articles in *Health Store News* (topics: immunity, energy, computerized dietary analysis).