



MARSHA DIAMOND

**FOODSERVICE CONSULTANT /
WRITER/PUBLIC SPEAKER/TRADESHOW
STRATEGIST/DIGITAL MARKETER**

Marsha Diamond, MA, RDN is the President and CEO of M. Diamond, LLC. The company's mission is to assist foodservice businesses improve their brand loyalty and increase sales by blending the right solutions to deliver the right products and services. Marsha leverages her food service, business, culinary and nutrition expertise to define these solutions for industry challenges. She will retool, reignite, or reengage you, your brand or foodservice business with creative & trailblazing ideas. Her firm has an amazing ability to synthesize the needs of multiple players within an organization and to customize approaches for clients' initiatives and success. She specializes in foodservice market segment and is focused on the noncommercial end user. Her company is known as an industry resource, connector and opportunity identifier.

Marsha Diamond's uniquely diverse background spans the full range of foodservice from operations to sales/marketing, to a Professor in the International School of Hospitality and Tourism Management, to business developments and solution selling, and to executive management of a national association. Her prior work experiences included the National Client/Industry Relations Manager for worldwide food service technology company, the position of Industry Spokesperson and Corporate Marketing and Sales Dietitian for a national beverage manufacturer and a Professor at Fairleigh Dickinson University. Marsha's early career as a food and beverage director of commercial and volume foodservice operations prepared her to understand operational issues while working with a diverse work force from executives to entry-level staff. Marsha's scope of positions prepares her to orchestrate the best strategies for foodservice. She has been called, "the foodservice maven".

Marsha is a recipient of the distinguished Founder's Award from the Dietitians and Business in Communications Practice Group of the Academy of Nutrition and Dietetics the largest organization of food and nutrition professionals in the world; and the honored recipient of the distinguished President's Award from The National Society for Healthcare Foodservice Management (HFM). HFM (currently named Association of Healthcare Foodservice) is the only professional society dedicated to senior on-staff healthcare foodservice management professionals and their suppliers. She has served on the Board of Directors and chaired committees for affiliate chapters of the Academy of Nutrition and Dietetics (former chair for Dietitians in Business and Communication), American Society for Healthcare Food Service Administrators, International School of Hospitality and Tourism at Fairleigh Dickinson University, International Hotel, Motel + Restaurant Show -Industry Advisory Committee and local food banks. Marsha's expertise in culinary nutrition enabled her induction into an invitation-only culinary organization, Chaine des Rotisseurs. She has a Masters in Foodservice Business Administration from New York University, a Bachelor of Arts in Food and Nutritional Science from Queens College, is a Registered Dietitian and a Registered Dietitian Nutritionist.