



Jan Tilley & Associates

Professional Experience

President & CEO, Jan Tilley & Associates, Inc., San Antonio, TX – consulting practice promoting healthy living through nutrition and fitness.

February 2004 to present.

- Counsel clients on healthy eating and disease specific diets.
- Train clients to develop healthy bodies.
- Market food and nutrition through multimedia sources.
- Serve as a resource on food and nutrition information.
- Create and produce cooking and wellness videos for retail websites.
- Speak to clients, civic groups, and corporations on topics relating to food, fitness, health and wellness.
- Provide individual and group weight management, fitness and wellness counseling.
- Provide recipe development and nutritional analysis for retailers, restaurants, and wine suppliers.

Chain Marketing Specialist, Republic Beverage Company, San Antonio, TX.

October 2004 to June 2005.

- Developed sales promotions pairing wine suppliers with food manufacturers to create in-store marketing opportunities.
- Created sales materials and displays, developed recipes, and determined food & wine pairings.
- Presented promotional opportunities to chain accounts, and facilitated program execution by acting as liaison between wine suppliers, food manufacturers and retail accounts.

Culinary Manager, H-E-B Grocery Company, San Antonio, TX.

January 2002 to February 2004.

- Leader of The Cooking Connection - a residential-style kitchen hosted by chefs to teach customers to be successful in the kitchen.
- Supervised sixty chefs and grew concept from 7 to 18 stores.
- Initiated vendor sponsorships and gourmet product sales to help fund The Cooking Connection.
- Lead culinary team to create a recipe card program and recipe binder, seafood cookbook, a vendor-sponsored recipe calendar, and numerous point-of-sale materials.
- Managed Beef Boot Camp, a Texas Beef Council program designed to teach employees how to successfully prepare and sell beef.
- Instituted a wine sponsorship program at The Cooking Connection to generate revenue.
- Weekly chef personality on the GPS Home & Lifestyle Show and frequent guest chef on KENS 5 Saturday Morning Show and Great Day SA.

Director of Consumer Solutions, United Supermarkets, Lubbock, TX.

July 1996 to December 2001. United's Corporate Dietitian (7/96 to 8/99).

- Conducted store tours, cooking and nutrition classes, provided disease-specific diets for pharmacy, conducted media interviews, health fairs, and store events.
- Created and managed in-store recipe card program and Internet recipe program.
- Promoted to Director in 9/99. Created Whole Health Department and Cooking Cottage programs. Served as buyer and category manager; trained and managed staff.
- Member of concept team helping to create the Market Street store venue.

Clinical Dietitian, Methodist Hospital, Lubbock, TX.

July 1994 to July 1996.

Pediatric and Rehab Dietitian. Provided diet instruction to patients and families. Initiated and managed enterally and parenterally fed patients.

Developed nutrition programs for Pediatric Outpatient Clinics including Spina Bifida, Cystic Fibrosis, and Intensive Care Follow-Up. Assisted in developing Pediatric Nutrition Support and Dysphagia Teams.

Presented numerous nutrition education and in-service programs.

Professional Leadership

2005-present Communications Director-at-Large - Texas Dietetics Association

2003-present Food & Culinary Professional Practice Group

2007 Nutrition Entrepreneurs Professional Practice Group

2000-2001 Food Marketing Institute - Whole Health Advisory Council

2000-2001 Consumer Affairs Council Committee

1998-2000 Public Relations Chair, Texas Dietetic Association

1997-2001 American Diabetic Association (ADA) Board

1991-present Member, American & Texas Dietetic Associations

1999-2000 President, Lubbock American Diabetes Association Council

1996-1997 Consultant, South Plains Assoc. of Govt., "Fighting Hunger in Texas"

Publications

2008 Getting Your Second Wind

2002 The Cooking Connection Seafood Recipe Collection

1999 The Little Chef Cookbook

1998 Twenty Minute Masterpieces Cookbook

1996-present Newspaper, magazine articles, marketing materials & presentations



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