**Charles Platkin, PhD, JD, MPH**

*Distinguished Lecturer, Nutrition; Director of the New York City Food Policy Center at Hunter College*

***Areas of Interest:*** Health Messaging and Behavior Change; Obesity in Adolescents and Adults

***Degrees:*** PhD, MPH in Public Health, Florida International University; JD, Fordham University; BS, Cornell

Charles Platkin is a nutrition and public health advocate whose syndicated health, nutrition, and fitness column *The Diet Detective* appears in more than 100 daily newspapers and media outlets. He is the founder of [DietDetective.com](http://dietdetective.com/), which offers more than 500 articles and interviews on nutrition, food, and fitness. Dr. Platkin was the founder of *Integrated Wellness Solutions* (IWS), designed to develop corporate wellness initiatives including sophisticated online health tools, such as algorithm-based diet and fitness programs, and print related content to market health behavior change. IWS also worked with pharmaceutical companies (including Roche and Pfizer), creating digital strategies and tools to assist with patient behavior change. These programs included the first ever Registered Dietitian nutritional counseling via email program with more than 100,000 patients. Dr. Platkin is also the founder of *The Health Lab* ([www.thehealthlab.com](http://www.thehealthlab.com/)), which collaborates with innovators and entrepreneurs to create sustainable, commercially viable businesses that solve health-related problems, whereby the goal is to fully support innovators who tackle an exceptional, untapped opportunity related to health and wellness. Dr. Platkin was formerly the president and founder of *Marinex*, a forerunner in health consulting and media relations, and General Counsel and Vice-President of *News Communications, Inc.*

Dr. Platkin is the author of seven books, including Breaking the Pattern, a bestseller, which has been used by addiction clinics to assist patients with resolving drug and alcohol-related issues, and more than 20 universities around the country as a text to teach behavioral change techniques to nutrition and dietetic counseling interns. His latest books are The Diet Detective’s Count Down (Simon and Schuster, 2007), The Diet Detective’s Calorie Bargain Bible (Simon and Schuster, 2008), The Diet Detective’s Diet Starter Kit (Diversion, 2011), and The Diet Detective’s All American Diet (Rodale, 2012).

Full Bio & Website: <http://www.dietdetective.com/about-charles-platkin/>