HANK CARDELLO

Hank Cardello is a former food industry executive turned author, guest columnist, and advisor to corporations regarding solutions to obesity and practical food policy. He serves as a Visiting Fellow with the Hudson Institute and is the author of *Stuffed: An Insider's Look at Who's (Really) Making America Fat* (Ecco). The book’s premise is that an engaged food industry is key to solving the obesity crisis.

Cardello is the former President of Sunkist Soft Drinks, Inc., and served as a marketing executive with The Coca-Cola Company, Canada Dry, Anheuser-Busch and General Mills. His perspectives have been shared in numerous media, including U.S. News & World Report, Forbes, the New York Times, Newsweek, the Los Angeles Times, NPR, Good Morning America, NBC and Fox News. He is a regular contributor to the Atlantic (www.theAtlantic.com/hank-cardello).

Cardello’s undergraduate degree was awarded magna cum laude in Materials Science and Metallurgy from Lehigh University, and he holds an MBA in marketing from the Wharton Graduate School, University of Pennsylvania.