

P. K. NEWBY, ScD, MPH, MS

CEO and Founder, Food Matters Media, LLC

Mission. To harness the power of science and stories to promote health and sustainability through projects that inform and inspire and incite meaningful changes in our world.

Social Media @pknewby. Facebook | Twitter | Instagram | Pinterest

Website and Contact. foodmattersmedia.com | pkn@pknewby.com



Medium Biography (448 words)

P.K. Newby, ScD, MPH, MS is a scientist, author, and entrepreneur with decades of experience researching diet-related diseases; studying how individuals make food choices and their impact on the environment; and educating people about why what we eat matters, from farm to fork. She left academia to focus on science communication in 2012, launching her second company Food Matters Media in 2019 to bring science to today's critical food and nutrition conversations—and fight junk-science in all the ways that she can. She is an inspiring thought leader who speaks locally, nationally, and internationally. Highlights include talking the future of food at Expo Milan / American Food 2.0 (Milan, 2015), promoting plant-based diets at SXSW (Austin, 2019), and interviewing Chewbacca on food evolution at the Museum of Science (Boston, 2019). Her newest book is *Food and Nutrition: What Everyone Needs to Know* (Oxford University Press, 2018). Other works include *Superfoods* (National Geographic, 2016); two e-books on employee health and wellness (*Virgin Pulse*, 2015); and *Foods for Health: Choose and Use the Very Best Foods for Your Family and Our Planet* (National Geographic, 2014). She also wrote four free e-books to help people eat healthier during the 2019-2021 covid-19 pandemic while raising money for Feeding America, including *How to Eat: Plant-Based Recipes to Save Your Life and Our Planet* (2020) and *Create Delicious Health: Science-Based Strategies to Lose Weight and Achieve Your Diet Goals* (2021). She consults regularly and serves as a science advisor to or on the boards of several companies. Dr. Newby's passion for nutrition stems from a life-long love affair with food, from cooking, baking, and gardening as a kid to working in the restaurant industry for a decade. She's also an on-air, onstage talent with experience performing as well as producing; she founded a nonprofit theater company, now in its 23rd year. In 2014-15, she was one of the “best undiscovered cooks” on ABC's *The Taste*, where she created plant-based, globally-inspired cuisine rooted in her unique Healthy Hedonism™ philosophy—and was the last woman standing with domestic goddess Nigella Lawson. She holds a doctorate from Harvard (ScD) and two master's degrees from Columbia (MPH and MS) as well as an undergraduate degree in social welfare from SUNY Albany (BS). Her interdisciplinary background, which spans the biological, social, environmental, and public health sciences, gives her a unique perspective on food and nutrition. A recovering academic, she served on the faculties at Tufts (Research Scientist and Assistant Professor; 2001-06) Boston University (Associate Professor; 2006-12), and Harvard (Instructor and Adjunct Associate Professor; 2011-19), where she won multiple research, teaching, and leadership awards. She's currently writing her next book and a developing a docuseries on all the food things.

P.K. is a total science geek who was born in Montréal, Canada and grew up on Long Island in Port Washington, New York. She is a wanderlust whose hobbies include traveling, yoga, marathon-ing, reading, music, cooking and entertaining, and theater. She lives with her husband and feisty black lab in Boston, Massachusetts. Her M.O.: Life is short. Make it funny.