



CHRISTINE DUMAS

Dr. Christine Dumas is a Consumer Health and Lifestyle reporter, strategic healthcare policy advisor and author. Since 1996, Christine has covered the health and wellness, consumer affairs and lifestyle space and her stories have appeared on NBC's Today and Today: Weekend Edition and Weekend Live on FOX, and she has made guest appearances on both The Oprah Winfrey Show and The View. She is one of the most trusted television personalities in the country, offering audiences the information that they need to gain control over their health, happiness, career and future in a most entertaining and engaging style.

Dr. Dumas has been the national spokesperson and strategic advisor for Fortune 500 company campaigns and served as a senior adviser to the Center for Health Transformation in Washington, DC. In addition to her clinical training, she holds a Bachelor of Arts degree in Economics from UCLA and she served on Speaker Newt Gingrich's Strategic Advisory Committee, chaired by Gov. Pete DuPont. Her insight and Washington experience among politicians, policy and watchdog groups as well as industry organizations makes her perspective increasingly valuable in this rapidly changing marketplace.

Dr. Dumas has also served as a national spokesperson and strategic planning consultant for the American Medical Association's Women's Health Campaign and the National Tobacco-Free Steering Committee for the National Institutes of Health and the National Cancer Institute. She served on the senior faculty of the American Medical Association's Health Broadcasting Conference for over a decade, providing counsel and advice to some of the most well-known officials and experts communicating with the public. She is one of the nation's foremost experts and thought leaders on high quality healthcare transformation.

As an expert in consumer trends, Dr. Dumas has advised domestic and multi-national brands on message, product positioning and tactical outreach. Christine was the national spokesperson for Kellogg's Healthy Beginnings Campaign as well as being the national lifestyle expert for Kellogg's Special K Challenge Campaign. In her outreach as national spokesperson for Kellogg's Healthy Beginnings Campaign alone, her message on lifestyle and wellness reached over 40 million American households.

Dr. Dumas launched one of the most successful disruptive innovation product launches in Procter and Gamble history, Crest Whitestrips, which is now one of their most popular brands, bringing in over \$250 million in revenues a year. Through a partnership with Procter and Gamble, she served as the national keynote speaker for the "Speaking of Women's Health Campaign," where she covered the latest trends in health, lifestyle and fitness, while delivering that message to thousands of women across the United States. She has personally spoken with well over a quarter million Americans regarding lifestyle, family life, relationships, healthcare, success and living your strongest life. Christine's first book, "Special Treatment," was selected by Oprah Winfrey's O Magazine as one of the top ten must read health and wellness books of the year.

Companies utilize her skills, warmth and demeanor due to her connection with a wide demographic and because of one prime keyword affiliation: trust. Consumers across the country have bonded with



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Dumas listening to her sage recommendations, knowing it originates from someone who understands them, their lifestyle and their needs. She holds an unparalleled position in this capacity, and is considered one of the key connectors to "gatekeeper consumers," viewed by many as their primary demographic.

Dr. Dumas has spent her career reporting on trends in lifestyle, health, and wellness giving her a leading-edge perspective that is sought-after by Fortune 500 corporations, think tank associations and group forums. Her background and broad-based career experience give her a unique perspective that resonates with audiences. She has covered a broad range of issues in her reporting -- from health and wellness breakthroughs to strategic consumer trends -- all with unparalleled intensity, commitment and compassion.