

MARCIA RAHMAN, MBA, RDN, LD

Curriculum Vitae
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Tufts University
Friedman School of Nutrition Science and Policy
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EDUCATION

2027 (Expected) **Ph.D. Nutrition Interventions, Communication and Behavior Change** | Tufts University, Boston, MA
2014 **Master of Business Administration** | Texas Woman's University, Denton, TX
2010 **Registered Dietitian**, Commission on Dietetic Registration
2008 **Bachelor of Science in Human Nutrition and Dietetics**, Michigan State University, East Lansing, MI

RESEARCH INTERESTS

Food and Nutrition
Policy

Public Health Behavior
Change

Social Determinants of Health
(Food Security, Healthcare Access,
Food Environment)

Food Marketing &
Commercial Determinants
of Health

PEER REVIEWED PUBLICATIONS

2024 **Rahman, M. S.,** Wu, O. Y., Battaglia, K., Blackstone, N. T., Economos, C. D., & Mozaffarian, D. (2024). Integrating food is medicine and regenerative agriculture for planetary health. *Frontiers in Nutrition*, 11.
<https://doi.org/10.3389/fnut.2024.1508530>

RESEARCH EXPERIENCE

2023 - **Food is Medicine Delta GREENS (Growing a Resilient, Enriching, Equitable, Nourishing Food System) Project Pre-Doctoral Fellow**
P.I.s: Dr. Christina Economos (co-PI), Tufts University and Attorney Julian Miller (co-PI), Tougaloo College
Funding: National Institute of Health (NIH) R01 Grant
A multi-level community engaged intervention designed to improve health and reduce health disparities by building a sustainable and equitable food economy with Food is Medicine (FIM) programs in the Mississippi Delta.
Roles and Responsibility: Assisting with data collection and analysis, the development of supporting resources, and food policy council

2023 - **Food is Medicine Delta GREENS Administrative Supplement Project Manager**
P.I.s: Dr. Christina Economos (co-PI), Tufts University and Attorney Julian Miller (co-PI), Tougaloo College
Funding: National Institute of Health (NIH) Administrative Supplement
A theory-informed mixed methods approach designed to elucidate the mechanisms that underlie behavior change, maintenance and adherence for participants in the Delta GREENS Food is Medicine intervention. Specifically testing individual, household and environmental contributions to differential behavior change.
Roles and Responsibility: Survey development, recruitment, conducting interviews, quantitative and qualitative analysis

TEACHING EXPERIENCE

2026 **Tufts University - Friedman School of Nutrition Science and Policy**
Co-instructor
NUTR 0397: Directed Study: Leadership Development - Spring

2025 **Tufts University - Friedman School of Nutrition Science and Policy**
Senior Teaching Assistant with Co-instructor Responsibilities

2024 **Tufts University - Friedman School of Nutrition Science and Policy**
Teaching Assistant
NUTR 228: Community and Public Health Nutrition – Fall

PRESENTATIONS AT PROFESSIONAL MEETINGS

- 2026 **Rahman, M. S.**, Grier, S. A., & Economos, C. D. (2026, May). *Food advertising awareness among produce prescription participants: Preliminary findings from Delta GREENS* [Conference session]. American Marketing Association's Public Policy Conference, Ottawa, Canada.
- 2026 **Rahman, M. S.**, Foltz, S., Hennessy, E., & Economos, C. D. (2026, May). *Behavioral mechanisms of dietary change: Six-month findings from the Delta GREENS Food is Medicine produce prescription randomized controlled trial* [Conference session]. International Society of Behavioral Nutrition and Physical Activity Conference, Cadiz, Spain.
- 2025 **Rahman, M. S.**, Schultz, D. J., Boyles, R., Chui, K., Hennessy, E., John, S., Long, L., Miller, J. D., Nicholson, V., Pittas, A., Zhang, F. F., & Economos, C. D. (2025, October). *Recruitment, adherence, and community engagement in a rural produce prescription program: Early insights from a randomized controlled trial in the Mississippi Delta* [Poster presentation]. Food is Medicine Institute Summit, Boston, Massachusetts.

INDUSTRY EXPERIENCE

Seattle, WA
1/2022 – 6/2023

SENIOR ACCOUNT GROUP DIRECTOR **Sage Growth Partners, LLC. (Healthcare Consulting)**

- Led market research-based projects deriving actionable insights from qualitative and quantitative research to develop and optimize product and content strategies.
- Led retained client account engagements delivering high quality, and strategically sound digital marketing campaigns, thought leadership content and sales enablement tools.
- Leveraged technical tools and quantitative data to monitor, document, and share key performance metrics with clients that highlighted success and met established KPIs.
- Managed stakeholder relationships and adapted to various communication styles ensuring project delivery and collaboration at all levels.

Seattle, WA
10/2020 - 1/2022

SENIOR MARKETING MANAGER, IV LIPIDS **Fresenius, Kabi Division (Pharmaceutical)**

- Defined market research needs and study design to drive meaningful insights that informed product development, messaging and portfolio positioning, e.g., market sizing, habits & practice.
- Managed future pipeline projects and their characteristics and requirements, e.g., FDA indications, competitive landscape, manufacturing challenges, pricing and market dynamics, etc.
- Liaised with medical affairs, regulatory and legal to develop science-supported product claims to strengthen brand messaging and positioning to drive sales.
- Grew business 27% to \$38M while leading business reporting, promotion and channel strategy.
- Grew market share 5 points in one year with strong branded competition while leading brand positioning, analytics, and day to day management of the brand portfolio.
- Oversaw digital marketing campaigns (email, display, search & social) tied to customer lifecycle and growth across all digital channels. Grew social media page followers 705% and engagement 165% within 6 months of launching.
- Led project management for commercial launch execution and go-to-market strategy for 3 product launches and line extensions.
- Collaborated cross-functionally with domestic and global supply chain and manufacturing business units to manage supply interruptions, market shortages, and achieve forecasting targets.

Seattle, WA
8/2019 - 10/2020

SENIOR NATIONAL ACCOUNT SPECIALIST, AMAZON **Abbott Laboratories, Nutrition Division**

- Led business development of Amazon Fresh & Business accounts across all brands (Ensure, Glucerna, ZonePerfect, Similac, Pedialyte, Pediasure).
- Analyzed consumer sales data to determine the effectiveness of digital marketing initiatives resulting in the refinement of acquisition and retention marketing strategies.
- Collaborated cross-functionally to build and execute key retail marketing initiatives to optimize business drivers such as traffic, conversion, and content.
- Drove the financial discipline and budgeting process across all brands (\$32M).
- Supported the launch of 30+ new product offerings across various Amazon platforms.
- Created financial tracking and reporting tools for a more robust analytical view of the business.

Columbus, OH 11/2018 - 8/2019	ASSOCIATE BRAND MANAGER, OUTPATIENT Abbott Laboratories, Nutrition Division - Supported market research initiatives through cross-functional Health Economics Research Outcomes (HEOR) team engagement to define future opportunities that addressed market dynamics, consumer behavior and the competitive landscape. - Developed and executed the go-to-market healthcare executive engagement marketing strategy resulting in a +10% lead conversion vs PY. - Led the population health patient engagement initiative, developing a foundational playbook adopted by top electronic health record (EHR) systems. - Identified and managed agency partnerships, sponsorships, and conferences / events. - Developed marketing briefs addressing the needs of healthcare professionals and consumers.
Los Angeles, CA 1/2016 - 11/2018	THERAPEUTIC NUTRITION SALES SPECIALIST, ACUTE CARE Abbott Laboratories, Nutrition Division - Developed and managed \$1M in healthcare account sales. - Leveraged clinical, scientific and health economics data to cultivate stakeholder relationships and improve nutrition outcomes across 35+ hospitals. - Achieved over \$100K in new business from competitive conversions.
Baytown, TX 9/2014 - 1/2016	FOOD SERVICE DIRECTOR Aramark, Healthcare (Houston Methodist San Jacinto Hospital) - Directed and managed 75 direct reports including managers, professionals and hourly employees. \$1.5M P&L management and created annual operational goals and forecast. - Led retail marketing strategy resulting in increased sales of 7%, and reduced food cost of 9%. - Owned the c-suite client relationship presenting business and industry updates to the executive team.
Sugar Land, TX 3/2012 – 9/2014	ASSISTANT DIRECTOR OF PATIENT SERVICES Aramark, Healthcare (Houston Methodist Sugar Land Hospital) - Managed 40 direct reports including supervisors, front line staff and registered dietitians. - Executed monthly clinical competency audits in the electronic health record (EHR) resulting in 100% compliance during yearly hospital accreditation surveys. - Developed nutrition marketing strategies for the retail cafe resulting in a 10% net sales growth vs PY. - Achieved and maintained patient satisfaction scores in the 90th percentile through effective communication, employee engagement, and quality control measures.
Houston, TX 5/2010 – 3/2012	DIRECTOR OF NUTRITION SERVICES Brazos Presbyterian Homes (The Hallmark Retirement Community) - Directed and managed the performance of 12 culinary direct reports. - Trained employees on food safety management systems resulting in 100% compliance on audits. - Assessed residents and developed nutrition interventions that improved resident quality of life.

FELLOWSHIPS AND AWARDS

2025	Fellowship, Nutrition and Obesity Policy Research and Evaluation Network (NOPREN), Healthy Food Retail (HFR) Work Group - \$1,000
2025	Fellowship, Graduate Institute for Teaching (GIFT) - \$2,000
2024	Health Policy Research Scholar, Robert Wood Johnson Foundation - \$120,000
2017	Fellowship, New Leaders Council Institute Los Angeles
2016	Scholarship, Today's Dietitian Spring Symposium Recipient

INVITED TALKS

12/3/25	Community and Public Health Nutrition Course, Delta GREENS Food is Medicine Implementation Presentation
2/26/25	Qualitative Research Methods for Nutrition Course, Delta GREENS Food Is Medicine Presentation
10/16/24	Food and Nutrition Innovation Council Summit, Sustainable Nutrition Pannel

SERVICE AND LEADERSHIP

5/2026 – 5/2026	Session Chair, <i>American Marketing Association's Public Policy Conference</i>
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7/2021 – 6/2022	Youth Literacy Committee Chair, <i>Junior League of Seattle</i>
8/2017 – 8/2018	Inland District Academy President, <i>California Academy of Nutrition and Dietetics</i>
8/2016 – 8/2017	Inland District Academy President-Elect, <i>California Academy of Nutrition and Dietetics</i>
1/2015 – 1/2016	Junior Board Member, <i>Houston Food Bank</i> .
1/2015 – 5/2015	Leaders of Tomorrow Coach, <i>National Black MBA Association</i>

PROFESSIONAL MEMBERSHIPS

2026 – present	American Marketing Association (AMA)
2025 – present	Society of Behavioral Medicine (SBM)
2025 - present	System Dynamics Society
2023 - present	Massachusetts Academy of Nutrition and Dietetics
2023 - present	American Society for Nutrition (ASN)
2015 - present	Academy of Nutrition and Dietetics (AND)