

## *Curriculum Vitae*

# GENE BRUNO

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## EDUCATION

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DOCTOR OF PHILOSOPHY, Education, Capella University, Minneapolis, Minnesota, 2010 (estimated date of completion)

MASTER OF HEALTH SCIENCE, Herbal Medicine, University of New England, Armidale, Australia, 2005

ADVANCED DIPLOMA IN HERBAL MEDICINE, Australian College of Phytotherapy, Warwick, Australia, 2003

BACHELOR OF APPLIED SCIENCE, Nutrition, Vancouver University, Vancouver, British Columbia, 2000

DIPLOMA AS CERTIFIED NUTRITIONIST, American Health Science University, Aurora, Colorado, 2001

DIPLOMA IN COMPREHENSIVE NUTRITION, American Academy of Nutrition - College of Nutrition, Corona Del Mar, California  
1998

Nutrition Major, Thomas A. Edison State College, Trenton, New Jersey, 1997-1998

General Education courses, Chaffey Community College, Alta Loma, California, 1978-1984

## CERTIFICATES

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CERTIFICATE OF COMPLETION, Nutritional Supplement Formulation, Solid Dosage Training, Inc., Vallejo, California, 2008

CERTIFICATION, Accrediting Commission Evaluator, Distance Education and Training Counsel, Washington, D.C., 2006

COMPLETION CERTIFICATE, Human Participants Protection Education for Research Teams, National Institutes of Health, Washington, D.C., 2001

CERTIFICATION, Evaluating Distance Learning Courses For College Credit Recommendations, American Council on Education, Washington, D.C., 2000

CERTIFICATE OF COMPLETION, Treating Learning Disabilities with Nutritional and Sensory Motor Therapies, New York Institute of Child Development, New York, New York, 1980

## PROFESSIONAL EXPERIENCE

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DEAN OF ACADEMICS, Huntington College of Health Sciences, Knoxville, Tennessee, May 2004 – Present

- Oversee all aspects of academic development.
- Work with faculty to update course materials and develop new courses and academic programs.
- Develop new courses.
- Supervision of faculty.
- Coordinate accreditation activities with Distance Education and Training Council.
- Teach undergraduate and graduate courses.
- Communicate with students regarding any problems or concerns.

ADJUNCT FACULTY, University of Southern California School of Pharmacy, 2005-2006  
• Lecturer in Clinical Nutrition.

- Lecturer in Dietary Supplement Science.
- Lecturer in Herbal Medicine.
- Lecturer in Mind-Body Medicine

PRESIDENT, Integrative Health Communications, LLS (Consultant to the Dietary Supplement Industry), Riverside, California & Northport, New York, 1992 - Present

- Formulate innovative dietary supplements.
- Write label copy and marketing copy for dietary supplements.
- Write training / educational literature.
- Develop & conduct training / educational programs - Classroom & distance education models (paper correspondence or multimedia)
- Write third-party consumer literature - Newsletters, magazine articles, etc.

VICE PRESIDENT OF TECHNICAL SERVICES

Phoenix Laboratories, Inc., Farmingdale, New York, 2007 -2008

Phoenix Labs Rising, LLC, Farmingdale, New York, 2008

- Formulate new dietary supplements.
- Write label copy and marketing copy for dietary supplements.
- Supervise QC and QA Departments.
- Coordinate GMP certification process.
- Function as liaison between departments to facilitate a timely production Schedule.
- Serve as resident dietary supplement science expert, answering questions for customers.

VICE PRESIDENT OF EDUCATION & STAFF NUTRITIONIST/HERBALIST, Ontario, California & Farmingdale, New York, 1989 - Present

- Formulate new dietary supplements.
- Supervise training and education department staff.
- Plan annual training department agenda and budget.
- Participate in annual corporate planning decisions.
- Plan and coordinate the Annual Education Conference.
- Develop & update curriculum for all training classes.
- Develop & update continuing education materials.
- Conduct regional continued education seminars.
- Teach training classes for retail sales staff, managers and franchisees.
- Train designated trainers for individual franchise operations.
- Write all consumer literature.
- Provide nutrition counseling services to corporate staff and other business associates.
- Answer all questions from print and broadcast media relating to nutrition and products.

CLINICAL NUTRITIONIST & HERBALIST, Self Employed, Montclair, Ontario & Claremont, California, 1981-1989

NEW PRODUCTS MANAGER, ICN Pharmaceuticals, Inc., Costa Mesa, California, 1989

SENIOR RESEARCHER, ICN Pharmaceuticals, Inc., Costa Mesa, California, 1987-1988

AREA SUPERVISOR, Great Earth Vitamin Stores, Los Angeles, California, 1985-1986

STORE MANAGER, Great Earth Vitamin Stores, Los Angeles, California, 1984-1985

DIRECTOR OF RESEARCH, American Dietary Laboratories Group, Norwalk, California, 1984

OUTSIDE SALES REPRESENTATIVE, American Dietary Laboratories Group, Norwalk, California, 1982-1983

STORE MANAGER, Great Earth Vitamin Stores, Long Beach, California, 1981

SALESPERSON, General Nutrition Company, Inc., Los Angeles, California, 1979-1981

## COURSES TAUGHT

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| <ul style="list-style-type: none"><li>• Basic Nutrition &amp; Supplementation</li><li>• Herbology &amp; Homeopathy</li><li>• Diet &amp; Weight Loss</li><li>• Marketing</li><li>• Management &amp; Training Employees</li><li>• Medicinal Herbs &amp; Alternative Therapies</li></ul> | <ul style="list-style-type: none"><li>• Selling &amp; Customer Service</li><li>• Anti-Aging Nutrition</li><li>• Athletic Nutrition</li><li>• Program Selling</li><li>• Retail Operations Assessment</li><li>• Complementary &amp; Alternative Medicine</li></ul> |
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## COURSES DEVELOPED

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| <ul style="list-style-type: none"><li>• Pathophysiology I &amp; II</li><li>• Nutrition Therapy I &amp; II</li><li>• Introduction to Nutraceuticals</li><li>• Health &amp; Wellness</li><li>• Basic Supplementation</li><li>• Herbology &amp; Homeopathy*</li><li>• Diet &amp; Weight Loss</li><li>• Marketing</li><li>• Management &amp; Training Employees</li><li>• Retail Operations Assessment</li></ul> | <ul style="list-style-type: none"><li>• Medical Terminology</li><li>• Vitamins &amp; Minerals</li><li>• Geriatric Nutrition</li><li>• Capstone Project</li><li>• Selling &amp; Customer Service</li><li>• Anti-Aging Nutrition*</li><li>• Athletic Nutrition</li><li>• Financials &amp; Ordering</li><li>• Program Selling</li></ul> |
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## BOOKS

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*Medicinal Herb Primer: A reference Guide to 20 Evidence Based Herbal Medicines*, ©2003, Fifty-Ninth Street Bridge Publishing Corp., Co-Author

*Dietary Supplement & Drug Interactions Primer*, ©2002, Fifty-Ninth Street Bridge Publishing Corp., Co-Author

*Ailments & Natural Remedies: Using Vitamins, Herbs & Other Dietary Supplements To Achieve Wellness*, ©2001, Fifty-Ninth Street Bridge Publishing Corp., Author

## NON-PEER REVIEWED PUBLICATIONS (PARTIAL LIST)

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*Advance for Healthy Aging* (age management medicine for physicians).

- “An Herbal Powerhouse” 2008; 3(5):39-41
- “Boosting Immunity, Fighting Disease” 2008; 3(6):45-48.
- “Boosting Cognitive Function” 2008; 4(3):45-47.

*Intelligent Supplementation*, 1999-present. Author of series of more than 100 consumer education articles relating to dietary supplements.

*Natural Products Marketplace (previously Health Supplement Retailer)*, 2004-present. Author/Co-author of monthly education article for retailers about dietary supplement related topics

*Remedies Magazine*, 2005-present. Author of monthly articles for consumers about dietary supplement related topics.

*UT Health Magazine & UTHealth.com*

- “Detoxification: Herbs & “Snybiotics” to do the Job”, March 2002.
- “Dietary Supplements: Have Your Holiday Cake & Eat It Too”, December 2001
- “Echinacea & Goldenseal: Immune Enhancers”, November 2001
- “Keys To Getting Lean & Fit”, Co-author, January 2002.
- “Weight Loss for Women: Hormonal Strategies & Hedging Your Bet”, Online.
- “Human Growth Hormone Secretagogues”, Online.

*Natural Bodybuilding & Fitness Magazine*, 1999-present. Contributing writer.

*Men’s Exercise Magazine*, 1999-present. Contributing writer.

*Healthy Perspective Newsletter, 1997-1999.* Author & Co-author of nutrition, dietary supplement and health-related articles.

*Virtual Muscle, 1996-1997.* Contributing writer & editor of sports nutrition newsletter.

*Your Families Health Magazine*

- “Do Children Need To Take Vitamins”, November 1996
- “Colds, Flu, Wellness & Nutritional Support”, October 1996
- “Sex Drive, Impotence & Supplements”, September 1996
- “The RDAs: What Do They All Mean”, August 1996.
- “The Role of Nutrients In Elevating Your Mood”, July 1996
- “Fighting Fatigue With Herbs And Vitamins”, Jun 1996
- “Dietary Supplements For Your Memory”, May 1996

*Let's Live Magazine, 1986*

- “Blood Type and Weight Loss”

*Total Health For Longevity Magazine*

- “The Botanical Approach to Menopause”, 1999, 21(4):48.
- “GHA Choline Alfoscerate: The Next Generation Human Growth Hormone Releaser?”, 1999, 21(3):47-48.
- “Wining the Battle of the Bulge”, 1999, 20(4):16-18.
- “The Top Ten Fat Burners, 1999”, 20(4):22-23

*Health Store News*

- “Weight Loss: A Metabolic Solution”, October 1986

## PEER REVIEWED PUBLICATIONS

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*Current Sports Medicine Reports*

- “Water-Soluble Vitamins: Research Update” 2005, 4:207-213.
- “Vitamin C: Research Update” 2006, 5:177-181.

*American Botanical Council*

- “Dietary supplement usage for promoting immune function and enhancing DNA repair/reducing DNA damage” November 2004 (a peer-reviewed, accredited continuing education module for pharmacists)

*Today's Chiropractic*

- “Musculoskeletal Rehabilitation and Correct Nutritional Supplementation” 1989, 18(6): 12-26.

## PRESENTATIONS

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*National Association of Nutrition Professionals*

- “Cognitive Dysfunction in the Elderly: A Natural Approach”, Rohnert Park, CA, October 2006

*U.S. Personal Chef's Association Annual Conference*

- “Nutrition Therapy: Developing Diets for Special Needs”, St. Louis, August 2006
- “Nutrition, Herbal Medicine, Antioxidants and Personal Chefs”, Atlanta, July 2005

*National Nutritional Foods Association*

- “Natural Alternatives to Pharmaceutical Cox2 Inhibitors”, Las Vegas, July 2005

*Great Earth Companies: Continuing Education Program*

- “Glucosol / The Common Cold / Rhaponticum”, Distance Education Format, 2001
- “Alpha GPC / Kava / Noni/ Androgen Supplements / Red-Rice-Yeast / Pyruvate / Echinacea & Goldenseal / Vitamin E & Antioxidants”, Distance Education Format, Winter 2000
- “Ostivone & Isoflavones / Maca / Jeevani / Energy Supplements / Thymus Extract / Champignon Mushroom Extract / Enzymes & Detoxification / Bee Pollen”, Distance Education Format, Spring 2000
- “Diet Products / Catuaba & Muirapuama / Athletic Nutrition / SAME / Oatmeal”, Distance Education Format, Summer 2000
- “Cranberry / Horny Goat Weed / Jeevani / Immune Herbs / Maca / Noni /

Ginkgo biloba / Mucuna pruriens / ZMA / Herbs for Mood / Flax / Soy / Colostrum”, Distance Education Format, Fall 2000

- “Athletic Nutrition Supplements”, First Quarter 1999
- “Herbs For Weight Loss & Athletic Nutrition”, Los Angeles; Cerritos, CA; San Diego; San Francisco; Eugene, OR; Dallas; New York ; Atlanta, First Quarter 1998
- “Herbal & Nutritional Products For the Baby-Boomer Population”, Los Angeles; Cerritos, CA; Dallas; Las Vegas; San Diego; New York; Atlanta, Eugene, OR; San Francisco, Second Quarter 1998
- “Herbal Blends & Homeopathic Remedies”, Cerritos, CA; San Diego; Los Angeles; Dallas; New York; San Mateo, CA; Eugene, OR, Third Quarter 1997
- “Griffonia simplicifolia (5-HTP) / Androstenedione / Tribulus terrestris / Citrus aurantium / Ginkgo biloba / Synergism”, Cerritos, CA; San Diego; Los Angeles; Dallas; New York; San Mateo, CA; Eugene, OR, Third Quarter 1997
- “Kava, Energy Adaptogens, Herbal Blends & Homeopathic Remedies”, Los Angeles, San Diego, 1996
- “Nutritional & Herbal Strategies for Aging Baby-Boomers”, Cerritos, CA; San Diego; Los Angeles; Dallas; New York; San Mateo, CA; Eugene, OR, Spring 1996
- “Antioxidants / Cognitive Nutrition & Herbology / Supplements for Weight Loss”, Cerritos, CA; San Diego; Los Angeles; Dallas; New York; San Mateo, CA; Eugene, OR, Summer 1996
- “Dietary Supplements for the Male Reproductive System”, El Toro, CA; Dallas; Albuquerque; San Jose, CA; Yountville, CA; Los Angeles, Second Quarter 1995
- “Herbal Products”, El Toro, CA; Dallas; Albuquerque; San Jose, CA; Yountville, CA; Los Angeles, First Quarter 1995
- “Anti-Catabolics / Natural OTC Alternatives”, El Toro, CA; Dallas; Albuquerque; San Jose, CA; Yountville, CA; Los Angeles, Summer 1994

*Great Earth Companies Annual Franchise Conference*

- “New Products Presentation”, Las Vegas, 2002
- “New Products Presentation”, Las Vegas, 2000
- “New Products Presentation”, Las Vegas, 1999
- “New Products Presentation”, Nashville, 1998
- “Training & Education”, Nashville, 1998
- “Herbs For Weight Loss”, Las Vegas, 1997
- “Athletic Nutrition Supplements”, Las Vegas, 1997
- “New Products Presentation”, Las Vegas, 1996
- “Anatomy of a new scientific breakthrough”, Las Vegas, 1996
- “Herbal Singles & Blends”, Squaw Valley, Nevada, 1995
- “Nutraceuticals, Dietary Supplements & Functional Foods”, Squaw Valley, Nevada, 1995
- “New Products Presentation”, Squaw Valley, Nevada, 1995
- “Herbal Products”, Las Vegas, 1994
- “Weight Loss Supplements”, Las Vegas, 1994
- “Men’s Health Supplements”, Las Vegas, 1994
- “Training your employees”, Palm Springs, 1993
- “Merchandising for success”, Palm Springs, 1993

*P.E.P. (Lamaze classes), Ontario, California, 1984*

- “Pre and Post Natal Nutrition”

*Upland Recreation Department, Upland, California, 1984*

- “Heart Disease and the Great Cholesterol Farce”
- “Sugar vs. Saccharin, Hypoglycemia, and Refined Carbohydrates”
- “Protein, Vegetarianism and Meat-Eaters”
- “Stress and Energy”
- “Vitamins and Minerals: The Modern Applications”
- “Sex and Nutrition / Pre and Post Natal Nutrition”
- “The Hyperactive and Learning Disabled Child”
- “Mental Disease and Nutrition”
- “Alcohol and Nutrition / Beauty and Nutrition”

*Greenleaves Associates Counseling Group, Claremont, California, 1983*

- “Do People Really Need To Take Vitamins?”
- “Dieters Are Think and Tired of it”

- “Vitamins for Your Mental and Psychological Well-Being”
- “Everything You Always Wanted to Know About Stress and Energy, But Were Afraid to Ask”

*Montclair Department of Human Services, Montclair, California, 1983*

- “Heart Disease and the Great Cholesterol Farce”

*Pasadena College of Chiropractic, Pasadena, California, 1983*

- “Chiropractic and Applied Nutrition”

*Los Angeles College of Chiropractic, Whittier, California, 1983*

- “Chiropractic and Applied Nutrition”

*Montclair Public Library, Montclair, California*

- “Nutrition Today: Myths & Misconceptions”, 1982

*California State University, Fullerton, California, 1982.*

- “Holistic Health & Nutrition”

*William Domb, D.D.S., Upland, California, 1982*

- “Do People Really Need To Take Vitamins?”

*Edison Elementary School, Upland, California, 1982.*

- “Learning Disabilities and Children: The Nutritional Applications”

*Fortunate Products, Anaheim and Monrovia, California, 1982.*

- “Modern Nutrition and Natural Products”

*National Health Federation, Long Beach, California, 1981*

- “Nutrition & Supplementation for Modern Times”

*Amway/Nutrilite, Big Bear, San Fernando and Upland, California, 1981.*

- “Nutrition & Supplementation for Modern Times”

## AFFILIATIONS

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*American College of Nutrition*

- Professional Member

*American Herbalist’s Guild*

- Professional Member

*American Botanical Council*

- Education Member

*National Nutritional Foods Association*

- General Member & Education Committee Member (2003-2006)

*International Association For Continuing Education and Training*

- Voting Member

*National Association of Nutrition Professionals*

- Professional Member & prior Vice President, Board of Directors (2006-2008)

## AWARDS

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*2005 Nutrition Business Journal Awards*

- Customer Service and Education – For the development of Great Earth’s Training and Education Program

*2000 Great Earth Companies, Inc.*

- Founder’s Award – In recognition of extraordinary contributions to the development of the Great Earth franchise system

