



**Christine Dumas** is a consumer/health /lifestyle reporter, strategic consumer trends advisor and author. Since 1996, her stories have appeared on NBC News Today and NBC News Weekend Edition Today. She has also been a regularly featured medical correspondent on Fox News Channel's Weekend Live since 2003. Christine Dumas has been the national spokesperson for Kellogg's Healthy Beginnings campaign and currently serves 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 has been called upon as an advisor to Congressional committees addressing lifestyle issues that matter most among American families. 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. As an expert in consumer trends, Christine Dumas has advised domestic and multi-national brands on message, product positioning and tactical outreach. Companies utilize her skills, warmth and demeanor due to her connection with a wide demographic, contact with well over a quarter of a million women and also, because of one prime keyword affiliation: trust. Consumers across the country have bonded with 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 moms," viewed by many as their primary demographic. Dumas stands alone as someone who can interpret trends, navigate a path for success and help reach a target audience as well as f...

## Christine Dumas

### Speech Topics

- Women's Issues
- Sports
- Personal Growth
- Peak Performance
- Motivation
- Marketing

