



Todd B. Putman
Chief Commercial Officer,
Bolthouse Farms

Todd recently served as an architect of a partnership between the White House and First Lady Michelle Obama's Let's Move! Initiative, the Sesame Workshop, and the Produce Marketing Association created to encourage children to make the choice to eat more fruits and vegetables.



Barbara E. Kahn, PhD, MBA, MPhil
Director,
Jay H. Baker Retailing Center

Barbara is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues and patient decision-making whose research provides marketing managers with a better understanding of the consumer choice process.



CPHI SEMINAR SERIES:
Conversations Around Cultures of Health
Winter/Spring 2015

MARKETING MAGIC, CREATING FRUIT & VEGGIE PASSION, & THE ROLE OF PERCEPTIONS IN CONSUMER CHOICE



Penn Center for
Public Health Initiatives

Thursday, March 26, 2015

12:00 - 1:30 PM

**Ben Franklin Room, Houston Hall (2nd floor)
3417 Spruce Street**

Light lunch provided

RSVP: www.cphi.upenn.edu/CPHIEvents.shtml