

**Jeannine Walston**  
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## **SUMMARY**

Extensive experience for 20 years focused on healthcare, cancer, integrative cancer therapies, wellness and lifestyle, including special expertise and deep passion for addressing the whole person. Professional work includes government agencies, health and cancer non-profits, hospitals, health systems, doctors, providers, other businesses, cancer patients, caregivers, and the public. National reputation as a speaker, writer, coach, and cancer 'thrivor'.

## **SKILLS**

- Educator
- Marketing & Communications
- Researcher & Writer
- Speaker
- Coach
- Advocate
- Fundraiser & Events
- Sales

## **EXPERIENCE**

Founder and President January 2013-present

### **Integrative Cancer Care for the Whole Person and Healing Focus®**

- Authors educational materials, website content, blogs, newsletters, press releases, magazine and newspaper articles, presentations, speeches, and videos
- Researches and writes about hospitals, clinics, clinical trials, treatments, patient care, clinical practices, integrative cancer care, patient stories, marketing, advocacy, and other topics
- Incorporates marketing and communications to address key factors and reach important goals
- Delivers speeches to educate and empower organizations and businesses
- Serves as a Cancer Coach to cancer patients and caregivers with strategies and support
- Informs and inspires the public through an Integrative Cancer Care for the Whole Person and Healing Focus® website with articles, blogs, videos, and other materials

Consultant & Coach

January 2004-present

### **Healing Focus®**

- Provides services as a Health and Wellness Coach to support integrative whole person health and healing
- Serves on projects about health and wellness, lifestyle, integrative health, person-centered care, personalized medicine, and precision medicine
- Identifies specific markets through communication, messages, outreach, networking, building relationships, advertising, sales, and fundraising
- Shares personal stories, scientific results, messages, education, and advocacy in the media and elsewhere

Co-Founder and Executive Director

July 2008-December 2012

### **EmbodiWorks**

- Wrote our strategic plan, stakeholders report, brand platform, and other core reports
- Attracted, created, and collaborated with the EmbodiWorks Integrative Cancer Care Advisory Board
- Developed and executed marketing plans through blogs, press releases, newsletters, videos, attending conferences, and networking with key organizations and individuals

Writer, Trainer, Spokesperson

February 2002-January 2004

### **National Center for Complementary and Alternative Medicine Clearinghouse**

- Researched and wrote NCCAM fact sheets on complementary and alternative medicine (CAM) modalities
- Developed and delivered Clearinghouse staff trainings through presentations, including research-based information about CAM treatments, clinical trials design, and Medline search strategies

- Exhibited nationally for NCCAM at major medical conferences for education, marketing, and being a spokesperson

Policy Analyst and Lobbyist

March 2000-January 2002

**National Coalition for Cancer Survivorship**

- Researched and analyzed legislative and policy issues relating to quality cancer care and cancer survivorship
- Developed policy statements and presentations for the staff and Board of Directors on national cancer issues
- Educated Members of Congress, their staff, and the media regarding the patient's perspective on healthcare policy
- Selected as Food and Drug Administration (FDA) Special Government Employee to review cancer clinical trials design and Consumer Representative in National Cancer Institute (NCI) Cooperative Group

Manager

March 2000-January 2002

**The Children's Cause**

- Assisted organization's President with strategic planning and implementation, including lobbying Congress
- Researched funding sources and crafted grant applications for long-term projects
- Managed website redesign of new structure and content, along with the completion of website updates

Legislative Assistant

January 1997-March 2000

**Hon. Steven R. Rothman, U.S. House of Representatives**

- Served as a primary advisor to Congressman Rothman in Washington, DC on FDA reform, housing, agriculture and other issues, and prepared in-depth legislative briefs and proposals on these topics
- Responded to inquiries about legislative issues on healthcare, the environment, and Judiciary Committee
- Instituted and directed the outreach plan working with leaders of constituencies

Conference Manager

December 1995-July 1996

**ISIS Corporation**

- Supervised registration of attendees for IBM's business executive conference in San Diego
- Managed department for IBM event in Puerto Rico and coordinated financial reconciliation for attendees

Cold Calls in Sales

July 1996 & August 1997

**Person to Person Marketing**

- Conducted cold-calls to sell products through two different companies in New Jersey & Washington, DC

**EDUCATION**

Ithaca College, Ithaca New York

May 1995

Bachelor of Arts, English Literature

- Study Abroad - London, England and Granada, Spain

**ACCOMPLISHMENTS & SKILLS**

- Received praise and testimonials about my work from prominent leaders including New York Times best-sellers, well-known doctors, providers, experts in the film industry, advocates, and other people
- Delivered speeches at events and conferences nationally
- Serves as an Accelerate Brain Cancer Cure Ambassador
- Received the Tenacious Bravery Award from the UCLA Brain Tumor Program at the Golden Portal Awards
- Attended CancerGuide® through the Center for Mind-Body Medicine by James G. Gordon, MD
- Proficient in Microsoft Outlook, Word, Excel, PowerPoint, Pages, Keynote, Photoshop, WordPress, and others