

LAURA DEMERI

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Results-driven and award-winning **educator** and **National Board-Certified Health and Wellness Coach** with over twenty years experience in healthcare, education, and corporate wellness by presenting holistic wellness programming designed to nurture behavior change toward a healthy lifestyle. At Kaiser Permanente, partnered with sales consultants to create and deliver a robust menu of health programs to meet the needs of the customer and their employee population. **Expertise includes:**

- Curriculum Development
- Health Education
- Online, Hybrid, Web-Enhanced Courses
- Public Speaking
- Wellness Coaching
- Project Management
- Diversity, Equity, Inclusion Certified
- Employee Engagement
- Relationship Builder
- Problem Solver

PROFESSIONAL EXPERIENCE

Faculty Member

Apr 2022 – Present

MindBodyGreen, Brooklyn, NY

- Instructed health and wellness coaching students in an NBC-HWC-approved program.

Health Coach

Jan 2015 – Jun 2021

Kaiser Permanente (KP), Portland, OR

- Cultivated lasting relationships with 500+ KP members by conducting one-on-one coaching sessions.
- Severed as a resource expert for new staff orientation, community health events, promotional programs, and professional organizations to drive public health initiatives.
- Selected to serve as a content developer and sessions lead on a task force to design new group coaching options serving 600K members. This resulted in an approach that provided timelier access and a sense of community while increasing program retention to 95%.
- Customized and taught a six-week “*Freedom from Tobacco*” course to equip KP patients with proven knowledge and skills to manage their journey. Data collected six months after the class showed 60% of participants were tobacco-free.
- Created innovative programs for 1000+ individuals that empowered health engagement sales consultants with a more robust menu of topics customized to meet the needs of large national accounts and enterprise clients. Offerings included a four-week series on life / work balance, encompassing topics such as resiliency, gratitude, meditation, and self-compassion.

Faculty Member – Health and Physical Education

Jun 2005 – Jan 2015

Clark College / Portland Community College (PCC), Vancouver, WA & Portland, OR

- Designed e-learning health courses that earned certification from QualityMatters.org (QM) – a nationally recognized, peer-reviewed organization that ensures the quality of online and blended course design. As part of the course, facilitated weekly online forums.

- Cultivated a positive learning climate that successfully empowered a diverse student population to own their health and wellness journeys tracked through positive course evaluations.
- Awarded Clark College Exceptional Faculty in 2011 – 2012, an honor voted on by students.

Director / Owner

Jul 2008 - Dec 2012

Believe Movement Studio, Portland, OR

- Founded a multidisciplinary movement studio specializing in fitness and wellness programs for the Portland community.
- Managed 75+ clients' growth with one-on-one consultations.
- Ensured high-level client satisfaction by developing needs analysis assessments – including surveys, feedback cards, direct mail pieces, and newsletters – to develop customized classes and workshops.

Director of Sponsorship Sales

Jul 1998 – Sep 2001

iVillage.com, New York, NY

- Grew advertising sales from \$500K to \$2.7M in 18 months by creating custom sponsorship packages for prominent clients such as Whirlpool, Minute Maid, and Weight Watchers.
- Worked with account team to manage 100+ new customers and existing accounts book of business.
- Among the first 50 employees to see the company grow to over 200 employees through innovation, and standardization of processes.

EDUCATION

Master of Science, Exercise Science and Nutrition | Queens College, New York, NY

Bachelor of Science, Accounting and Business Management | Marist College, Poughkeepsie, NY

PROFESSIONAL CERTIFICATIONS

Diversity, Equity and Inclusion in the Workplace – USF Office of Corporate Training | 05/2021

Certified Lifestyle Medicine Professional – American College of Lifestyle Medicine | 11/2020

National Board-Certified Health and Wellness Coach – National Board for Health & Wellness Coaching | 02/2020

Certified Health and Wellness Coach – wellcoaches®, Wellesley, MA | 06/2019

Chronic Care Professional, Certified Health Coach – Health Science Institute, St. Petersburg, FL | 09/2016

Chef Training Program, Health Supportive Cooking – Natural Gourmet Institute, New York, NY | 07/2004

Health Fitness Specialist – American College of Sports Medicine, New York, NY | 04/2003

VOLUNTEER EXPERIENCE

- Road to Recovery, American Cancer Society
- Education Committee, American College of Lifestyle Medicine
- Care Through Conversation, Tennessee Commission of Aging and Disability
- Chef Instructor, Oregon Food Bank
- Crew Leader, Friends of Trees
- Guest Facilitator, African American Health Coalition