

KEITH-THOMAS AYOOB, EdD, RD, FADA

Keith-Thomas Ayoob is a nationally known nutritionist, specializing in the areas of obesity and heart health. He is an Associate Clinical Professor at the Albert Einstein College of Medicine of Yeshiva University in New York City where he has maintained a clinical practice for over 25 years. Dr. Ayoob has worked extensively in the area of obesity, heart health and family dynamics and specializes in motivational counseling.

Dr. Ayoob was an American Dietetic Association national media spokesperson from 1995-2004. Participating in over 1,000 interviews in the electronic and print media, his extensive television appearance list includes *NBC's Today Show*, the *CBS Morning Show*, *ABC's Good Morning America*, *ABC World News Tonight*, and *PBS's Keeping Kids Healthy*.

Currently, in addition to being a frequent guest on *Healthy Life* with Dr. Tim Johnson on the *ABC NewsNow* network, Dr. Ayoob also writes frequently about consumer nutrition issues for *ABCNews.com* and has a blog on *USAToday.com*.

Dr. Ayoob's sound, consumer-friendly advice is also sought by food and healthcare, and non-profit organizations. He is on several professional advisory boards, including the Children's Advertising Review Unit of the National Advertising Review Council, and was recently appointed to New York State's Children in the Performing Arts Advisory Board. He is frequently an invited presenter at numerous state and national professional conferences.

Dr. Ayoob co-authored the ADA's position paper on food and nutrition misinformation, published in the *Journal of the American Dietetic Association*, where he also served on the editorial board for four years. He has been a strong advocate against fad dieting and nutrition fraud, and in June of 2004 he was invited by Congress to testify about fraudulent claims about diet pills.

Dr. Ayoob received his doctorate degree from Columbia University's Teachers College, his Master's from the Columbia University College of Physicians and Surgeons, and he did his undergraduate work at the University of California at Davis.