

Angela Coulter, MPH

Public Health Strategist | Behavioral Wellbeing Consultant

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Professional Summary

Passionate public health strategist and behavioral wellbeing consultant with an MPH in Social and Behavioral Sciences (Kent State University, 2026) and more than three decades of combined experience in corporate marketing leadership, behavioral change practice, and public health strategy. Expertise includes translating longevity science, Blue Zone theory, and behavioral change research into practical, structural wellbeing strategy. Brings 17 years of large-scale corporate program and budget leadership, together with 15+ years of direct behavioral health program design and delivery. Graduate field experience in multilateral global health governance at the 79th World Health Assembly, Geneva, Switzerland (May 2026).

Key Competencies: Behavioral Change Theory & Program Design • Employee & Organizational Wellbeing Strategy • Health Equity & LGBTQ+ Health • Blue Zone, Wellbeing, & Longevity Science • Knowledge Translation & Technical Storytelling • Program & Portfolio Delivery • Budget Development & Financial Oversight • Monitoring & Evaluation (M&E) • Stakeholder Engagement & Executive Reporting • Training & Performance Management

Education

Master of Public Health (MPH), Social and Behavioral Sciences

Kent State University, College of Public Health, 2026

- **Capstone: Applying Blue Zone Principles to Promote Healthy Aging: A Community-Based Approach to Longevity and Wellbeing.** Developed a scalable, equity-centered community longevity framework including cross-disaggregated monitoring and evaluation (M&E) systems. Included literature review, community assessment, logic model, M&E design, and an equity-centered implementation strategy.
- **Global Health Field Immersion: 79th World Health Assembly, Geneva, Switzerland, May 2026.** Attended 12 WHA side events, six WHO presentations, site visits to the Global Fund, IFRC, United Nations, and Health Innovation Exchange. Gained direct exposure to the international donor landscape, including USAID, FCDO, World Bank, and UN agencies, and how donor priorities shape global health programming and implementation.
- Graduate coursework included social determinants of health; environmental health; health policy, programs, and administration; climate change and population health; LGBTQ+ health; sexual and reproductive health; epidemiology, biostatistics, and program evaluation.

Specialty Graduate Certificate: LGBTQ+ Public Health

Kent State University, College of Public Health, 2026

Bachelor of Science, Management and Organizational Development

University of Mount Olive

Professional Experience

Behavioral Health Program Director & Trainer

Conscious Alchemy, LLC (2011-Present)

United States and International

- Deliver direct behavioral change consulting and programming for individuals and organizations, working across psychological, social, and structural determinants of health behavior. Includes one-on-one and group coaching, immersion retreat experiences, and group classes.
- Founded, designed, launched, and scaled a national self-development program (2012-present, 14+ years), including curriculum development, quality assurance protocols, and performance management for 27-person certified facilitator network, supporting 200+ practitioners and participants across the U.S. and internationally.

- Led independent work planning, operational systems, and budget management across the full practice for 15+ years, ensuring on-time execution and continuous improvement.
- Designed program implementation supports, training, and ongoing performance feedback loops to protect service quality and program outcomes.

President/Owner

AboutFace Marketing (2008-2011)

United States

- Owned a full-service marketing and communications firm serving health, wellness, and sustainability clients. Managed budgets, work plans, vendor relationships, and deliverable quality across multiple concurrent programs and projects.
- Delivered quarterly client reporting on spend versus budget, activities completed, and outcomes, by client and by engagement, to support retention.
- Managed ~10 concurrent clients across different industries, coordinating inputs to ensure timely delivery and high stakeholder satisfaction.
- Ensured reporting quality and client-ready documentation standards across deliverables spanning market research, strategy, digital/PR campaigns, and campaign performance.
- Services spanned market research, marketing strategy, brand development, digital strategy, PR, and campaign development.

President/Owner

Herban Meadows (March 2004-March 2009)

North Carolina, United States

- Owned and operated an organically certified herb nursery; full-scope business ownership including operations, distribution, marketing, and financial management.

Director of Global Marketing

PPD, Inc. (now Thermo Fisher Scientific) (2000-2006)

Global

- Led global marketing functions for a \$1B+ contract research organization, directly hiring, training, and supervising a 12-person cross-functional department and coordinating execution across international stakeholders and external partners.
- Owned multi-million-dollar budget preparation, spend oversight, forecasting, and executive financial reporting.
- Prepared and presented annual results to executive management, synthesizing program performance, outcomes, and priorities to inform leadership decisions.
- Developed technical marketing materials and presentations (including behavior-change related study/program content) and translated scientific findings into stakeholder-ready narratives for internal and external audiences across global markets.

Professional Experience Prior to 2000

- Marketing Communications Manager, *Schneider Electric*
- Marketing Communications Lead, *Acterna*
- Regional Marketing Manager, *Cargill MLPD*
- Marketing Associate, *First Albany Corporation*

Languages

- English – Native
- French – Foundational proficiency (four years of formal study; actively refreshed, applied in Geneva 2026)