

## Greg Drescher



Greg Drescher is Vice President of Strategic Initiatives & Industry Leadership at The Culinary Institute of America (CIA), where he oversees the college's leadership initiatives for the foodservice industry, including conferences, invitational leadership retreats, digital media, strategic partnerships, and other initiatives.

He is the creator of the college's influential Worlds of Flavor International Conference & Festival (now in its 16<sup>th</sup> year); the annual Worlds of Healthy Flavors and Menus of Change leadership conferences presented in partnership with the Harvard School of Public Health—Department of Nutrition; the Healthy Menus R & D Collaborative; as well as numerous other CIA "think tank" initiatives.

Recently, in connection with the CIA's new Singapore campus, Mr. Drescher launched the college's first Asia-based nutrition and health initiative in collaboration with Harvard School of Public Health, the Singapore Ministry of Health, and the National University of Singapore.

In 2005, Mr. Drescher was inducted into the James Beard Foundation's *Who's Who of Food & Beverage in America*, in 2006 was honored with *Food Arts* magazine's Silver Spoon Award, and in 2007 and 2009 shared a second and third James Beard Award for his work in developing the CIA's "Savoring the Best of World Flavors" web cast series, filmed on location in food cultures around the world.

In 2008, he was appointed by the President of the National Academy of Sciences' Institute of Medicine to its "Committee on Strategies to Reduce Sodium Intake," whose final report was published in 2010.

Before joining the CIA at Greystone 18 years ago as its Director of Education, he jointly spearheaded a multi-year collaboration of some of the world's leading health experts and organizations—including the Harvard School of Public Health and the World Health Organization—in researching and authoring the "The Mediterranean Diet Pyramid: A Cultural Model for Healthy Eating." The cumulative results of this initiative's research were published in a special edition of the *American Journal of Clinical Nutrition* (1995), creating a strong platform for much of the academic, public policy, and media interest in the Mediterranean Diet that has followed.