

Melanie Potock



FEEDING SPECIALIST,
AWARD-WINNING AUTHOR,
INFLUENCER &
INTERNATIONAL KEYNOTE SPEAKER



Meet Coach Mel

PEDIATRIC FEEDING SPECIALIST, AWARD-WINNING AUTHOR,
INTERNATIONAL SPEAKER & KIDS' FOOD COACH

Melanie Potock, MA, CCC-SLP is an international speaker on the topic of feeding babies, toddlers & school-age kids. Affectionately known as "Coach Mel" to the families she supports, she is a trusted pediatric feeding therapist & certified speech language pathologist. Mel is the co-author of the award-winning *Raising a Healthy Happy Eater* (2015 & 2022), the author of the first book devoted to & titled *Responsive Feeding* (2022) & 4 other popular books focused on raising adventurous eaters. Melanie's advice has been shared on television & in more than 50 news medias, including The New York Times, Fatherly, The Wall Street Journal, TheBump.com, CNN.com, Parents Magazine, CBS Philly, KWGN Denver & CBS Richmond, Virginia.

When parents are struggling with a picky eater or introducing solids to baby for the first time, they look to Coach Mel for guidance throughout crucial stages of feeding development. With over 20 years of experience as a pediatric feeding specialist, Melanie has presented motivational keynotes, dynamic presentations & engaging book signings at the top national conferences for RDNs, OTs, SLPs, and Pediatricians in the USA.



Whether sharing her expertise live on your stage or for parents & professionals on social media, the audience will always experience supportive strategies & recommendations they can trust. Parents & professionals feel reassured that they are making the best choices for their kids & their families because Coach Mel is there to guide them on their journey to raising healthy, happy eaters!

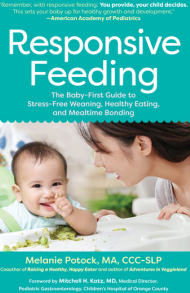


MelaniePotock.com

Melanie the Author

THE ONLY SLP IN THE USA WITH 6 BOOKS ON FEEDING KIDS

Most recent books:

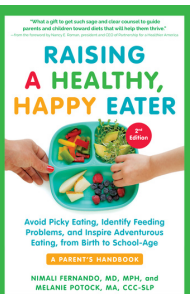


With responsive feeding: You provide, your child decides.

– American Academy of Pediatrics

Responsive Feeding is a comforting, engaging must-read for all parents, caregivers & professionals in the pediatric feeding space.

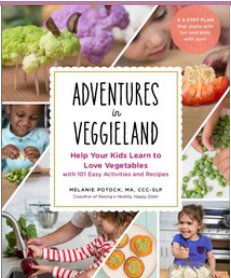
– Malina Malkani, author of *Simple & Safe Baby-Led Weaning*



A National Parenting Product Award (NAPPA) Winner

Pediatrician Nimali Fernando and feeding therapist Melanie Potock take compassion & camaraderie to arm parents with knowledge & techniques.

– Journal of Nutrition Education and Behavior



Feeding therapist Potock has developed a year's worth of family-friendly recipes along with practical, proven strategies for helping kids learn to become more adventurous eaters...highlighting the three phases to vegetable love: Expose, explore, expand.

– Publishers Weekly



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Book Signings

DRAW A CROWD AT YOUR EVENT

Book signings are a fabulous way to capture your audience on busy expo floors & corporate events. Melanie works closely with your brand to engage the audience as they chat with her & get their books signed, all while soaking in your brand's messaging, sampling products, listening to live interviews or watching demonstrations. Mel has signed books at conferences throughout the United States, including these top-tier conferences focused on children's health:

American Academy of Pediatrics National Conference

American Speech Language Hearing Association National Conference

American Occupational Therapy Association National Conference

Food & Nutrition Conference & Expo



Melanie & Media

TELEVISION, BRAND PUBLICITY & PRINT



Lunch Packing Strategies

Healthy Height



Eating Coaches Work with Picky Eaters

CBS Philly



Tips for Changing Picky Eating

KWGN Denver



Melanie has penned over 25 contributions to print media, including:

The Cooking Connection

Cover Story: The ASHA Leader Magazine

Gardening with Kids: How it Affects Your Child's Body Brain & Soul

PBS.org

Three Steps to Parenting in the Kitchen

PBS.org

How Farmers' Markets Can Help Raise Adventurous Eaters

PBS.org

Melanie the Speaker

KEYNOTES & PRESENTATIONS FOR PARENTS & PROFESSIONALS

Melanie delivers engaging & relatable keynotes for parents along with educational, evidence-based content that is respected by professionals world-wide. Melanie's advice has been shared on over 100 national & international stages, including:

American Speech Language Hearing Association
Food & Nutrition Conference & Expo
FARE National Food Allergy Conference
CATTS (Ireland) Feeding Conference
Speaking Tour - Australia (2018 & 2023)
New Zealand: The Mess Hall Conference
New York Child Conference & Expo
Feeding Matters Global Conference
National Gluten-Free Expo
TalkTools Global Conference
Colorado Children's Hospital Feeding Conference
Colorado Speech Language Hearing Association
Texas Children's Hospital Feeding Conference
New Jersey Speech Language Hearing Association
UNC Children's Hospital Feeding Conference
International Association of Orofacial Myology
Instacart



Unique Expertise

SPEECH LANGUAGE PATHOLOGIST
WITH ADVANCED TRAINING IN FEEDING DEVELOPMENT



BA/MA in Communication Disorders & Speech Sciences

- Summa cum laude
- Certified by the American Speech Language Hearing Association & licensed by the Colorado Speech Language Hearing Association

Advanced post-graduate training in Pediatric Feeding Disorders in babies, toddlers & older children with special needs, plus expert knowledge in typical feeding development

- Recipient of seven ACE awards from the American Speech Language Hearing Association for exemplary dedication to continuing education beyond what's typically required for licensure

Co-author of the category-leading, award-winning book on Raising a Healthy, Happy Eater

Author of the first book dedicated to the principles of (and titled) Responsive Feeding

- Responsive feeding practices are endorsed by the AAP, WHO, UNICEF & other world health organizations.

Co-creator of the evidence-based & acclaimed Dr. Yum Food Curriculum utilized in Head Start & Early Head Start Classrooms nationwide

- Research conducted by Duke University's Center for Eating Disorders & presented at the AAP National Conference
- Awarded the 2024 State Clinical Achievement Award by the American Speech Language Hearing Association for her volunteer work creating this national food curriculum

Creator & presenter of ten on-demand courses taught alongside experts in nutrition, pediatrics and psychology

Educational content creator & volunteer for Partnership for a Healthier America

- Built from the *Let's Move!* initiative, which was launched by First Lady Michelle Obama to solve the problem of childhood obesity

INTERNATIONALLY RECOGNIZED
EXPERT ON FEEDING BABIES,
TODDLERS & SCHOOL-AGE KIDS

Treatment specialties include:

- Supporting parents as baby starts solids
- Education on feeding purees, baby-led solids or a hybrid approach to feeding
- Typical toddler/preschool picky eating & stages of feeding development
- Extreme picky eaters
- Anxious eaters
- Anxious parents
- Food allergy awareness



Social Media

COLLABORATION, COMMUNICATION & CONNECTION



INSTAGRAM

@MELANIEPOTOCK_MYMUNCHBUG

84K FOLLOWERS	18-24	3%
98% FEMALE	25-34	55%
4.2% ENGAGEMENT	35-44	36%
83K MONTHLY REACH	45-55	6%
	AGE RANGE	



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Supporting Your Brand

PRODUCT CONSULTING, COLLABORATIONS & CONTACTS

Television

Radio

Podcasts

Product Reviews

Product Consulting

Video Content

Book Signings

Special Appearances

Keynotes

Sponsored Posts



PORTFOLIO OF BRANDS

ONCE UPON A FARM	YUMBOX
LOVEVERY	EZPZ
BUMKINS	NESTLE
ORGAIN	FUNBITES
NUMNUM	INNOBABY
DR. BROWN'S	THEO'S MATS
LOVE CHILD	LOLLABABY
GRABEASE	TALKTOOLS
EASY LUNCHBOXES	GOBE KIDS

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