

CURRICULUM VITAE

NAME: Annette Hudson. **D.O.B.:** 27/07/62.
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ACADEMIC QUALIFICATIONS

- 1981-84** St.Andrews University, Fife.
BSc (Hons) - upper 2:1- Exercise Physiology and Psychology.
- 1985-86** Loughborough University.
(Scholarship from the Science and Education Research Council).
MSc Sports Science Research - Exercise Physiology, Psychology,
Biomechanics, Nutrition.
Main study area: the effects of carbohydrate loading on distance
running (Supervised by Professor Clyde Williams).
- 1987-90** Loughborough University (Scholarship and bursary awarded).
PhD Sports Science Research. Nutrition and Exercise Physiology.
Thesis area: effects of low intensity exercise on factors contributing to
coronary heart disease in sedentary women.
Funded by British Heart Foundation.

ACADEMIC PRESENTATIONS (*Papers can be supplied if required*)

To the INTERNATIONAL CONGRESS OF SPORTS SCIENCE in Toronto (1988).

British Nutrition Society

British Association of Sports Science

Society For The Study of Human Biology

Physiological Society

British Olympic Association

British Medical Association

EMPLOYMENT HISTORY

1991 - Graduated from Loughborough and established 'The Health & Fitness Advisory Service'. The business involved the development of personal training routines, diets, etc. working on a one-to-one basis with a variety of individuals. Became employed as personal trainer to Bernice Weston, founder of Weight Watchers.

1992 - Approached by Weider Health & Fitness and began in April 1992 in the post of 'Nutrition and Exercise Advisor'.

Promoted in 1993 to become European Director of Sports Nutrition. Later the same year was nominated European Vice President of Sports Nutrition. This latter post involved working in the company offices in Salt Lake City (USA), Paris (France), Rotterdam (Netherlands), Velbert (Germany), Perugia (Italy), Brussels (Belgium) and UK.

The main responsibilities involved developing and ranging products suitable to each of the above markets and re-orienting products in line with European regulations. There was additional responsibility of marketing the products, sourcing manufacturers, designing new products and label development.

1994- Weider re-located (from Keighley to Cannock), at which point I chose to become an independent consultant working mainly in the UK.

Major roles included:

1. Seminars/presentations on sports nutrition and exercise.
2. Writing and developing promotional material.
3. Articles for Muscle & Fitness, Flex and Shape magazines.
4. Design of new sports nutrition products (e.g. isotonic drinks).
5. Consumer helplines, giving training and dietary advice.
6. Regulatory affairs.

I have completed consultancy work for Bodymatters health and fitness, Ryder Pharmaceuticals, Leppin Sports, Be-Well Nutrition, Select Food Ingredients and The Bennett Group. In this capacity I have also completed work for the likes of Boots the chemist, Holland & Barrett, Superdrug, Tesco, ASDA, Brewhursts, Nature's Store, Goldshield, The Miles Group and Health Store Partnership (HSP).

I have written editorial (nutritional and training) for a number of magazines: Today's Runner, Body Building Monthly, etc and a women's health section in the regional newspaper (The Yorkshire Post). More recently I have been accepted on to the 'expert panel' of Holland & Barrett's 'Healthy' magazine, in which I also have an additional regular column feature. I also have regular input to Product Information Review (PIR) a specialist leisure industry magazine.

At the same time I also established and managed a health and fitness club building membership from 0 to 500 by the time I sold it in 1999.

1999- In May of this year I was once again offered a full time position with Weider Nutrition. The post accepted was as Director of Product Marketing and Development. In this same guise I also work for Multipower Nutrition. The role was one of NPD development, label legislation and regulatory affairs, technical development, and increasingly working with the HFMA in the development of a Special Group for Sports Nutrition whose role it is to clean up the industry: labelling, claims, advertising, marketing material, etc.

2001 – The beginning of this year I began to develop AH Consultancy. Areas of interest include legislation in sports and slimming, the enforcement of European legislation, development of new product ranges (label legislation) and the collation of scientific documents e.g. for the European Court of Justice, European Committee for Foods.

Clients include: NDS Healthcare, SlimFast, Nutrilife, Buckton Scott, Power Health, BIC, Nu-Scaan Nutraceuticals, Nikken, Natural Alternative Ingredients (US), Ester-C (US), Be-Well Nutrition, BR Pharmaceuticals and Natural ASA (Norway), AHB Laboratories, Passion for Life Products.

MEMBERSHIP OF PROFESSIONAL ORGANISATIONS/INSTITUTIONS

I am becoming increasingly involved with the HFMA (Health Food Manufacturers Association) – I am particularly involved with the Sports Working group. I have indirect links with IDFA (Infant and Dietetic Food Association) and CHC (Consumer Health Council), as well as MCA and CRN.

HOBBIES AND INTERESTS.

Almost all sports: I am a qualified ski instructor, have played hockey and cricket for junior England, Yorkshire, Bradford, etc., I am also a qualified life guard (swimming), have completed London Marathon in 3 hours 10 mins and hold an RSA as an Aerobic instructor. I have recently taken up horse riding.

Other interests include gardening, reading, water colouring, theatre and cinema.

REFEREES.

Nicholas Bennett.

NDS Healthcare, Station House, Tenbury Wells, WR15 8HB.

Tel: 08700 111188.

Tessa Prior.

Prior Information, Home Farm, Mellis, Nr Eye, Suffolk, IP23 8EE.

Tel: 01739 783392.

Brian Welsby.

Be-Well Nutritional Products, 20 King Street Industrial Estate, Langtoft, Peterborough PE6 8NF.

Tel: 01778 560868.