

Robert Hobson



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<http://www.robhobson.co.uk>

Summary

Award winning registered nutritionist (RNutr) and sports nutritionist (SENR) with 15 years experience. Founder of RHNutrition consultancy.

Services include:

- Nutrition and food consultancy (food industry, trade organisations, catering, public sector and charities)
- Media work (brand representation - press, social media, TV and radio)
- Insight and brainstorming
- NPD
- Recipe development and menu planning
- Research
- Training and lecturing (university teaching, corporate wellness, staff training)
- Private consultation (all aspects of nutrition including sports performance)

Clients have included:

Public health: local authorities, catering companies, schools, care homes, hospitals.

Industry: The Detox Kitchen, Healthspan, Flora, Itsu, Tesco, Slimfast, Ryvita, Tilda, Tetley, Twinings, Giraffe, Bill Granger, Robinsons, Fitbit.

Trade associations: Potato Council, UK and Ireland Mushroom Producers, British Apples and Pears, Almond Board of California.

Charities: The Vegetarian Society.

Advisory roles: Health Food Manufacturing Association (HFMA).

Teaching: Lecturer at London Met Uni (BSc Nutrition).

Private clients: celebrities/high profile clients including the Saudi Royal Family.

Retreats: Hillside Beach Club (Turkey)

TV/Radio: BBC, You Are What You Eat, Supersize Super Skinny, Food Unwrapped.

Public speaking and food demos: Live Well London, Balance Festival, Be:Fit, Mind Body Soul, Stylist Live.

Published author:

The Detox Kitchen Bible (Bloomsbury, 2015)

The Art of Sleeping (Harper Collins, 2019)

Health writer: hundred of articles featured in leading health magazines, newspapers and online platforms.

Awards:

Nutrition Consultant of The Year (Global Health and Pharma Private Healthcare Awards 2022)

Health Journalist of The Year (Health Food Manufacturers Association awards 2022)

Experience



Nutrition consultant and founder

RH Nutrition

Jan 2011 - Present (11 years 5 months +)

Rob has 12 years of experience as a Registered Nutritionist. Trained in public health, Rob has worked with the NHS, Government agencies, catering companies and directly with schools, care homes & hospitals to advise on nutrition legislation, strategy, menu planning & training.

Rob is passionate about nutrition for older people & dementia - written & delivered training for care home groups including Barchester, HC-One, Hallmark & TLC.

Rob's worked with leading UK companies including Healthspan, The Detox Kitchen, Tesco, Fitbit, Giraffe, Ryvita, Nutricia, Crepe Affaire, More Drinks, Flora, Itsu, Tetley, Slimfast & Tilda - charities & trade organisations including Vegetarian Society, Potato Council, Almond Board of California, Mushroom Bureau and British Apples and Pears. Work has involved campaigns & representation in the media, product development, brainstorming & insight.

Other areas of work include research, training, lecturing, menu planning, dietary analysis, public speaking & project management.

Rob's vast experience of working with the media means he is regularly called upon by many of the UK's leading PR agencies.

Rob also acts in an advisory role for organisations such as the Health Food Manufacturing Association (HFMA) and is regularly asked to attend round table events alongside other experts.

Rob has worked with many high profile clients & celebrities including the Saudi Royal Family & health retreats worldwide. Work involves consultation, food prep/personal chef, staff training, organising/leading retreat programmes and involvement in media press trips.

Rob has published hundreds of articles both on-line & print (accessed at the foot of his website homepage) & is fully media trained working regularly on TV and radio.

Firm relationships with leading UK health journalists.



Head of Nutrition - consultant

Healthspan

Jul 2013 - Present (8 years 11 months +)

Consultancy role as Head of Nutrition at Healthspan UK who are the UK's largest online supplier of supplements.

The portfolio of products includes vitamin and mineral supplements, traditional herbal remedies, animal supplements and skin care.

Healthspan also supply informed sport approved supplements to professional athletes and have partnerships with organisations such as the Lawn Tennis Association, British Cycling and British Swimming.

Key responsibilities include:

Supporting Healthspan across the business on all issues relating to nutrition.

NPD which includes involvement in the development of new supplements, insight of the current wellness landscape, keeping abreast and informing about new research in the field of nutrition/ supplementation and advising on current public health initiatives, strategy and legislation.

Maintaining relationships with partnerships and engaging with experts in the field of nutrition (academia, public health, practitioners).

Working closely with the press office to support and strengthen brand messaging which involves:

- Media spokesperson (content writing, TV, social media and radio).
- Offer Insight and analysis of current health and nutrition trends to help formulate the PR strategy and underpin activities.
- Maintain and build close working relationships with the UK health media and experts in the field of nutrition.
- Organising and running media events with the PR team including press events and campaign led activities.

Support the call centre team as a point of contact and staff training to build their knowledge base around nutrition.

Provide training and events to the team at Healthspan as part of their corporate wellness strategy.

Member of the companies expert panel for sports nutrition.



Nutritionist - consultant

The Detox Kitchen

2012 - Present (10 years 5 months +)

Consultancy role as company nutritionist.

The Detox Kitchen are a diet delivery service and run two deli's in central London.

Became involved with the Detox Kitchen as a start up company and helped to lay the foundations for their nutrition strategy and ethos.

Key responsibilities include:

- Support the business on all issues relating to nutrition.
- Offer insight and brainstorming to help map out PR, brand and social media strategy across the year.
- Advise on food labelling and health claims legislation.
- Spokesperson for the brand in the media working with PR team.

- Contribute to online written content.
- Attend events on behalf of the brand which includes public speaking, cooking demos and cookery sessions.
- Staff training.



Registered Nutritionist (RNutr) and founder of HOPE

HOPE (Helping Older People to Eat Well)

Feb 2012 - Feb 2015 (3 years 1 month)

Founder of consultancy offering nutrition training and support to care home groups and catering companies responsible for helping older people including those with dementia to eat well while safeguarding against malnutrition and dehydration.

Key responsibilities include:

- Development of bespoke training resources (including screening and monitoring tools) and policy documents to support care homes and help them to comply with CQC requirements.
- Deliver training to care home staff on all aspects of nutrition and hydration for older people including those with dementia.
- Work closely with chefs to help develop recipes and menus to meet the broad range of resident needs. This involves texture modification as well as adapting meals for residents with specific health needs such as food intolerances, malnutrition and nutrient insufficiencies.
- Deliver presentations and workshops at events.
- Assist catering companies with staff training, recipe and menu development, meeting any specific dietary needs of residents and pitching for new business.

Clients have included care homes groups of all sizes (including Hallmark Care Homes, Barchester, Care UK and HC-1), independent care homes, Local Authorities and catering companies including 3663.



Nutritionist

Barts Health NHS Trust

Sep 2010 - Aug 2012 (2 years)

Support local NHS trusts to deliver nutrition orientated activities through East London borough. Activities included nutrition sessions to all age groups amongst vulnerable communities.



Head of nutrition

Nutmeg UK

Apr 2007 - Dec 2010 (3 years 9 months)

Nutmeg is a nutrition software company that design programs to help food providers design menus that comply with government legislation.

My time with Nutmeg involved the development of five core menu planning programs for use in schools, hospitals, care homes & nurseries as well as a commercial program for the general public. I was also involved in the development of several bespoke versions of the program which included an online version for Health Facilities Scotland which was used throughout the country.

Key responsibilities include:

- Work alongside programmers as part of the software development team. This involved insight from a user perspective, testing & managing adherence to the program specification.
- Built the core nutritional database from scratch which involved the analysis and coding of recipes within the program.
- Tendered to local authorities, catering companies, care homes, schools & nurseries throughout the UK.
- Maintaining close working relationships with existing clients.
- Networking and attending events to help maintain the company profile while also building relationships to help acquire new business.
- Attendance and presenting at B2B and consumer events to showcase software.
- Developed training manuals for each software package & delivered this training throughout the UK. Training was delivered to a wide range of users including dinner ladies, carers, catering managers and executives.
- Developed online training package which was accessed via YouTube.
- Line manager to other members of the team at Nutmeg.
- Point of contact for any enquiries regarding nutrition which included customers, government & media. This also involved supporting customers to use the software which was done by phone & online.



Researcher (Food Access Network)

Sustain: The alliance for better food and farming

Dec 2006 - Apr 2007 (5 months)

Researched and reported on issues relating to food access in the UK.

Education



St Mary's University, Twickenham

PGDip, Applied Sports Nutrition

Sep 2020 - Sep 2021



London School of Hygiene and Tropical Medicine, U. of London

MSc, Public Health Nutrition

2005 - 2006



Kingston University

Bachelor of Science (BSc), Human Nutrition

2003 - 2005

Licenses & Certifications



Registered sports nutritionist (SENr) - The British Dietetic Association (BDA)

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Registered nutritionist (RNutr) - Association for Nutrition

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Skills

Nutrition • Public Health • Nutrition training • Nutrition for older people • Health Promotion • Nutrition Education • Sports Nutrition • Recipe Development • Media Relations • Writing