

Margaret Floyd, CEO & Founder, Eat Naked, LLC

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I've been on the pursuit of the ideal, nutritious, and delicious way of eating for the better part of my adult life. I began my career in business with senior roles such as President of Spark Strategies and Vice President of Canadian Business for Social Responsibility, but my passion for food took over and I now work as a health and nutrition coach and author. My mission is **to inspire and support others to live fuller, healthier lives.**

Professional Experience

Eat Naked, LLC (formerly Margaret Floyd, NTP) 2008 to present, West Hollywood, CA, USA

My private practice in nutrition and health counseling is based at The Body Well in West Hollywood, CA but I work with clients all over North America and Europe. I received my Nutritional Therapy Practitioner (NTP) certification from the Nutritional Therapy Association in 2008, and have since been certified as a Holistic Health Counselor and as a Certified Healing Foods Specialist. I'm also certified by the American Association of Drugless Practitioners.

I blog regularly at www.eatnakednow.com, and recently published my first book, *Eat Naked: Unprocessed, Unpolluted, and Undressed Eating for a Healthier, Sexier You*, with New Harbinger Publications. The follow-up cookbook, *The Naked Foods Cookbook*, is coming out in May 2012. I love to write and teach about food, health, and anything related to these topics.

Margaret Floyd, Consulting 2006 to present, Los Angeles CA, USA

In another lifetime, I was also a business coach and consultant, work that I still dabble in today with a select group of hand-picked clients. I provide business guidance and tools in areas such as business planning and strategy, business systems, and staff management. I specialize in working with entrepreneurs in the first 1-4 years of their business, and work primarily with solopreneurs.

I teach a 10-week teleclass for Nutritional Therapy Practitioners twice a year, giving them the business foundation, tools, and coaching to start, grow, and manage a thriving practice.

Canadian Business for Social Responsibility 2002-2005, Vancouver BC, Canada

I was first recruited to CBSR as Director, Advisory Services, responsible for leading the organization's consulting arm, CBSR Advisory Services. We supported companies across Canada to implement socially and environmentally responsible business practices. After two years in this role, I was promoted to Vice President, Member Engagement and was responsible for developing new and creative ways to engage CBSR member companies in Corporate Social Responsibility.

Spark Strategies 2000-2002, Vancouver BC, Canada

As President and co-owner of the company, my responsibilities included overseeing the overall company management (including financials, operations, marketing, and product development) as well as project managing and implementing client projects.

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Education and Professional Certifications

- Certified Healing Foods Specialist with Immunitrition in 2010
- Professional training with Institute for the Psychology of Eating in 2010
- Trained in Functional Blood Chemistry Analysis with Apex Energetics in 2009
- Certified by the American Association of Drugless Practitioners in 2009
- Holistic Health Counselor Certification from the Institute of Integrative Nutrition in 2009
- Nutritional Therapy Practitioner Certification from the Nutritional Therapy Association in 2008
- Bachelor of Arts Degree with a combined honors in History and Contemporary Studies from the University of King's College and Dalhousie University, Halifax, NS Canada

Authored by Margaret

- *The Naked Foods Cookbook: Easy, Unprocessed, Gluten-free, Full-Fat Recipes for Losing Weight and Feeling Great* with Chef James Barry – New Harbinger Publications, 2012
- *Eat Naked: Unprocessed, Unpolluted, and Undressed Eating for a Healthier, Sexier You* – New Harbinger Publications, 2011
- www.EatNakedNow.com blog, updated regularly with recipes, healthy living tips, restaurant reviews, and anything pertaining to living a naked lifestyle
- Guest blogger on such sites as www.livingbetterat50.com and www.naturalfoodlist.com