



Pilar
GERASIMO



PILAR GERASIMO IS A PIONEERING health journalist, author, podcaster, and visionary shaper of this decade's healthy-living movement. She is also a seasoned speaker and thought-leader who has delivered hundreds of life-shifting talks around the globe.

Pilar's abiding passion: Helping people master the renegade art of being healthy in an unhealthy world. The award-winning author of hundreds of articles and an acclaimed book, she has keynoted and moderated expert panels for events at respected health and mindfulness conferences, leading companies, nonprofits, universities, and retreat destinations, including:

- World Economic Forum
- Omega Institute
- Kripalu Center for Yoga and Health
- Sundance Institute
- Rancho La Puerta
- 1440 Multiversity
- Mindful Life Summit
- Mindful Magazine
- Institute for Integrative Nutrition
- International Monetary Fund
- Ancestral Health Symposium
- University of Minnesota's Bakken Center for Spirituality and Healing
- University of St. Thomas
- George Family Foundation
- Intelligent Nutrients
- Eileen Fisher
- Personalized Lifestyle Medicine Institute
- School for Applied Functional Medicine
- Smart Marketer
- Life Time Fitness
- Warburg Pinchus
- Satori Capital



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PROFESSIONAL BACKGROUND

- Author of *The Healthy Deviant: A Rule Breaker's Guide to Being Healthy in an Unhealthy World* (North Atlantic Books, 2020)
- Co-host (with *New York Times* bestselling author Dallas Hartwig) of the top-rated podcast, *The Living Experiment*, with more than 100 episodes and 1.5 million downloads to date
- Founding editor of the award-winning magazine *Experience Life*, a new-model, healthy-living publication she created in 2001, and built to a paid circulation of 770,000 and a national per-issue reach of 3.2 million
- Former Executive Editor of Healthy Living for *Huffington Post*
- Visiting Faculty for Institute for Integrative Nutrition, School of Applied Functional Medicine, and Optimize with Brian Johnson
- Presenter of transformational courses and coaching programs, including *How to Be Healthy in an Unhealthy World*, *How to Refine Your Life (or Change It Completely)*, the *14-Day Healthy Deviant Adventure*, and *Healthy Deviant U* (an immersive, year-round, 4-phase membership program)
- Featured guest for major media outlets and health platforms, including *Dr. Oz* on Oprah & Friends Radio, ABC, NBC, CBS, *Mayo Clinic* TV, Mindful.org
- Creator of the popular mobile app, "101 Revolutionary Ways to Be Healthy," with more than 200,000 downloads to date (plus a new *Healthy Deviant* app now in beta and coming soon!)

PERSONAL BACKGROUND

Pilar has done long stints as a senior executive and a solopreneur, but her favorite days are spent knocking around on her family's organic communal farm in Wisconsin.

A Fulbright scholar with an honors degree in comparative literature from Mills College, she is a passionate fan of rescue pit bulls.



The New York Times | HUFFPOST | EXPERIENCE LIFE | mindful



BLUE ZONES



Institute for Integrative Nutrition

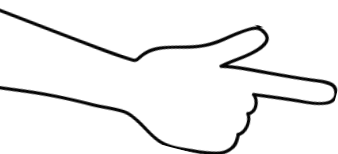


EILEEN FISHER

Pilar GERASIMO



WHAT PEOPLE ARE SAYING



"Thanks so much for introducing our team to the power of Healthy Deviance. Even now, months later, people are still excited about these ideas and actively embracing them.

You've made a real impact on our people!"

— TERRY VAIGRT
Director of Human Resources,
Perform(cb)

Last year was so chaotic that part of this 5-Day Challenge was just proving to myself that I can, in fact, plan and complete a healthy commitment. The fuel this gave me ended up really transforming my return to work. I left before Christmas burned out and struggling to show up. This week I am re-invigorated and taking time to do things with thought and intention.

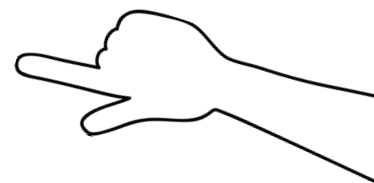
It feels so empowering that I came into this week as well as I have. I'm feeling confident that I can keep up my Morning Minutes, the 30-min morning appointments I have started making with myself to plan and prep for my work day, and scheduling time to complete important tasks without interruption. THANK YOU for this much-needed spark to reclaim my life. I am so grateful.

— BETHANY R.
Director at a
Fortune 100 Health Group

"I have never written a letter to a speaker before, but I had to tell you that the insights you shared with us during your talk for our team absolutely blew me away. I've heard the same thing from my coworkers. These ideas and practices have already changed my life.

I hope we get to do more with you!

— MAGGIE G.
Team Member at an
International Nonprofit



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AND READ MORE TESTIMONIALS
AT WWW.HEALTHYDEVIANT.COM**