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EDUCATION

- 1995 **University of California, Hastings College of the Law**
San Francisco, CA *Juris Doctor* (Admitted to CA Bar, 1995)
- Articles Editor, *Hastings Women's Law Journal*
 - Staff Writer/Editor for *Hastings Law News*
 - Judicial Extern, Family Law Superior Court, San Francisco
 - Board of Directors, Hastings Public Interest Law Foundation
- 1990 **Yale School of Medicine, Department of Epidemiology and Public Health**, New Haven, CT *Master's in Public Health*
- Thesis: "Maternal Serum Alpha-fetoprotein Screening: A Policy Perspective," noted - *With Distinction*
 - Executive Editor for *Epidemiology and Public Health Newsletter*
 - Research Assistant to Professor Jay Katz, Yale School of Law
- 1987 **Carnegie Mellon University**, Pittsburgh, PA
Bachelor of Science in Biology; plus graduate courses in human genetics at the University of Pittsburgh

ACADEMIC EXPERIENCE

- 2007 & 2008 **University of California, Berkeley, School of Public Health**
Instructor, Environmental Strategies for the Prevention of Alcohol and Drug-Related Problems
- 2005 & 2006 **University of California, Hastings College of the Law**
Adjunct Assistant Professor, teaching Health Policy
Top rankings on student evaluations for "command of subject matter" and "integrates current developments"
- 2005-2006 **Loyola Law School, Los Angeles**
Law Review Symposium Coordinator:
"Food Marketing to Children and the Law"
Solicited by Loyola to recruit 14 authors for publication; responsible for coordinating 10 speakers for live event
- Spring 2005 **University of California, Berkeley Extension**
Instructor, Politics of Food, student evaluations rankings, "exceeded expectations" and "excellent"
- Fall 1999 **John F. Kennedy University School of Law**
Adjunct Professor of Law, Gender Bias and the Law, 2 sections

OTHER EXPERIENCE

- 2007-present **Marin Institute**, San Rafael CA
Research and Policy Director for alcohol policy institute
Develop research agenda; supervise interdisciplinary team, including experts in economics, epidemiology, and law; author reports on marketing, corporate mergers, and lobbying; develop federal, state, and local policy agenda to prevent alcohol harm
- 2005-2006 **Rudd Center for Food Policy and Obesity at Yale**
Consultant on school-based nutrition legislation
- 2004-2006 **Public Health Advocacy Institute, Northeastern University School of Law**, Boston MA
Consultant on legal strategies in obesity control
- 2003 **Prevention Institute**, Oakland CA
Coordinated the Strategic Alliance for Healthy Food and Activity Environments, a California nutrition policy coalition
- 2002-2003 **Public Health Institute**, Oakland CA
Consultant on legal strategies in nutrition advocacy
- 2000-2007 **Center for Informed Food Choices**, Oakland CA
Founder and director of nonprofit that educated about food policy; Editor, *Informed Eating: A Newsletter of Food Politics and Analysis*
- 1997-1998 **Physicians Committee for Responsible Medicine**, Washington DC and San Francisco CA, Policy Analyst
Developed strategies for improving government nutrition policies
- 1994-1996 **Lieff, Cabraser, Heimann & Bernstein**, San Francisco CA
Associate in law firm specializing in plaintiffs class actions such as toxic tort and product liability; cases included breast implants, chemical exposure, and tobacco (Castano national litigation)

BOOKS AND SYMPOSIA

Simon M, "Nutriwashing Fast Food," In R Espejo (editor), *At Issue: Fast Foods* (Greenhaven Press: 2009).

Simon M, *Appetite for Profit: How the Food Industry Undermines Our Health and How to Fight Back* (Nation Books: 2006).

Simon M, "Food Marketing to Children and the Law: An Introduction," *Loyola of Los Angeles Law Review* Vol. 39, 2006. Law Review Symposium Coordinator.

Simon M, "Can Food Companies be Trusted to Self-Regulate? An Analysis of Corporate Lobbying and Deception to Undermine Children's Health," *Loyola of Los Angeles Law Review* Vol. 39, 2006.

Fried E and Simon M, "The Competitive Food Conundrum: Can Government Regulations Improve School Food?" 56 *Duke Law Journal* 1491 (2007). One of four articles selected for Duke's Annual Administrative Law Conference.

ACADEMIC PUBLICATIONS

Stahre M and Simon M, "Alcohol-related Deaths, Hospitalizations, and Demographics in California," *The Open Epidemiology Journal*, in press.

Mart S, Mergendoller J, and Simon M, "Alcohol on Facebook," *Journal of Global Drug Policy and Practice*, Volume 3, Issue 3, Fall 2009.

Simon M and Rosen S, "Alcopops in the United States: State by State Battle to End the Corporate Tax Fraud," *The Globe*, Issue 2, 2008.

Rosen SM, Miller TR, Simon M, "The Cost of Alcohol in California," *Alcoholism: Clinical and Experimental Research*, Volume 32, Number 11, November 2008.

Simon, M, "Reducing Youth Exposure to Alcohol Ads: Targeting Public Transit," Symposium issue of *Journal of Urban Health*, July 2008.

Simon M and Fried E, "State School Vending Laws: The Need for a Public Health Approach," *62 Food and Drug Law Journal* 139-150 (2007).

Simon M, "Still Cloudy, With Little Chance of Clearing: FDA's Proposed Rule on Structure/Function Claims for Dietary Supplements," *Hastings Women's Law Journal*, Winter 2000.

Haapapuro ER, Barnard ND, and Simon M. "Animal Waste Used as Livestock Feed: Dangers to Human Health," *Preventive Medicine*, Vol. 26, 1997.

Simon M. "The Silicone Gel Breast Implant Controversy: The Science Surrounding the Regulation and Litigation," *Journal of Products and Toxics Liability*, Vol. 17, No. 2, 1995.

Platt, LD, Feuchtbaum L, Filly R, Lustig L, Simon M, Cunningham GC. "The California Maternal Serum Alpha-Fetoprotein Screening Program: The Role of Ultrasonography in the Detection of Spina Bifida," *American Journal of Obstetrics and Gynecology* 1992; 166:1328-9.

SELECTED REPORTS

Simon M and Mart S, "In the Red: Alcohol Revenue and State Budgets in Crisis," Report prepared with Marin Institute, November 2009.

Lebron C and Simon M, "Big Beer Duopoly: A Primer for Policymakers and Regulators," Report prepared with Marin Institute, October 2009.

Simon M and Treffers R, "Out-of-Home Alcohol Advertising: A 21st Century Guide to Effective Regulation," Report prepared with Marin Institute, April 2009.

Simon M and Gomes L, "Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry," Report prepared with Marin Institute, September 2008.

Simon, M, "You Get What You Pay For, California's Alcohol Lobby," Report prepared with Marin Institute, December 2007.

Simon M and Mosher J, "Alcohol, Energy Drinks, and Youth: A Dangerous Mix," Report prepared with Marin Institute, August 2007.

Rosen S and Simon M, "The Cost of Alcopops to Youth and California," Report prepared with Marin Institute, July 2007.

Mikkelsen L, Simon M, Cohen L, Van Wert J. "Environmental and Policy Approaches to Promoting Healthy Eating and Activity Behavior." Report prepared for The California Endowment, with Prevention Institute, July 2003.

Mikkelsen L, Simon M, Cohen L. "Health Education Approaches to Promoting Healthy Physical Activity and Nutrition Habits." Report prepared for The California Endowment, with Prevention Institute, July 2003.

SELECTED OTHER PUBLICATIONS

"Do Trans-Fat Bans Miss the Bigger Picture?" *Salt Lake Tribune*, March 2, 2007

"Disney PR Strategy Unhealthy for 'Little Consumers,'" *AlterNet*, October 19, 2006

"Soda Deal with Clinton Foundation Latest PR Stunt," *CommonDreams.org*, May 5, 2006

"Fast Food, Still Bad," *New York Times*, April 23, 2006

"Suing the Pants off SpongeBob," *Alternet*, February 1, 2006

"McDonald's Labeling Scheme: Not Lovin' It," *Alternet*, November 5, 2005

"Big Food's 'Health Education,'" *San Francisco Chronicle*, September 7, 2005

"Big Soda's Publicity Stunt," *Alternet*, August 29, 2005

"Government Abandons Children to Big Food," *Alternet*, July 22, 2005

"The Junk Food Lobby Wins Again," *Alternet*, June 17, 2005

"Kraft's Two-Faced Ad Policy," *Mothering*, May/June 2005

"Food Giants on the Run: Industry Rewrites Laws to Avoid Liability," *CorpWatch*, March 21, 2005

"Junk Food's Health Crusade," *Multinational Monitor*, March/April 2005

"Thirst for Profit: The Battle over Soda Vending Machines in Schools," *Mothering*, March/April 2005

"Why Uncle Sam Won't Tell You What Not to Eat," *San Francisco Chronicle*, January 19, 2005

"Get Rid of those Empty Calories with 'Nutri-wash,'" *San Francisco Chronicle*, September 8, 2004

"Back To School -- Junk Food Equals Big Profits, Minus Healthy Kids," *Pacific News Service*, September 3, 2004

"Washington Wages Super-Size Effort to Weaken WHO Report," *Pacific News Service*, May 7, 2004

“‘Big Food’ Lawsuits Can Help Trim America's Waistline,” *Pacific News Service*, April 1, 2004

“Low-carb Means High Profits for Food Giants,” *San Francisco Chronicle*, January 23, 2004

“Is Junk Food the Next Tobacco?” *Oakland Tribune*, June 8, 2003

“School Lunch is Mostly Junk; Children Served a Plate of Fat Despite Government Dietary Guidelines,” *Pacific News Service*, August 1998

“Veggie Libelous: Free Speech at Stake in Oprah Winfrey Trial,” *Knight Ridder Newspapers*, January 1998

SELECTED LECTURES AND TESTIMONY

- 2009
- “Big Alcohol Politics: A View from the United States,” European Center for Monitoring Alcohol Marketing, Brussels
 - “Preemption in Alcohol Control: Lessons Learned the Hard Way;” “Failure of Self-Regulation in Alcohol Advertising: A Review of Four Years of Reports from the Distilled Spirits Industry;” and “The Erosion of State Regulation of Alcohol: The Threat to Public Health and Safety” (moderator), American Public Health Association
 - “Public Health and Alcohol Policy: Dispelling Myths, Forging Solutions,” Wine and Spirits Wholesalers of America
 - “Taking a Page from Big Food: How the Alcohol Industry Spins its Products as Healthy and Nutritious,” Industry-Medicine Relationships: Comparing Tobacco, Food, Alcohol, and Pharmaceuticals, Institute for Medicine as a Profession
 - “Reducing Alcohol Problems by Raising Beverage Taxes and Fees: Evidence of Effects and Strategies for Success,” National Prevention Network, Prevention Research Conference
 - “Raising Alcohol Taxes in California: State and Local Options,” California State Association of County Counsels
 - “Public Health and Alcohol Policy: Dispelling Myths, Forging Solutions,” National Conference of State Liquor Administrators
 - Testimony in favor California AB 1019, Alcohol-Related Services Act, a bill to mitigate harm from alcohol by assessing a fee, Assembly Health Committee, California Legislature
- 2008
- “Marketing Alcoholic Energy Drinks to Youth: Health Dangers and Policy Action,” American Public Health Association
 - “Reducing the Burden of Alcohol Problems through Tax Increases,” American Public Health Association
 - “Getting Alcopops Out of the Reach of Youth,” Underage Drinking Enforcement Training Center, National Leadership Conference

- “Public Health and Alcohol Policy: Dispelling Myths, Forging Solutions,” Center for Alcohol Policy Legal Symposium
- “From Big Food to Big Alcohol: The Failure of Self-Regulation,” Campaign for a Commercial-Free Childhood Summit
- “The Cost of Alcopops in California,” Alcohol Policy 14
- 2007 Keynote, Ontario Public Health Association annual conference and Toronto Public Health Department, Toronto
- “Alcohol Industry 101: Understanding the Major Players” & “Marketing to Youth, Corporate Myths and Policy Solutions,” American Public Health Association
- “Alcohol Marketing to Youth: Corporate Myths, Policy Solutions,” National Prevention Network
- “Alcohol, Energy Drinks, and Youth: A Dangerous Mix” and “Restricting Alcohol Ads on Public Transit,” Underage Drinking Enforcement Training Center, National Leadership Conference
- “Alcohol Marketing to Youth: Corporate Myths, Policy Solutions,” Addressing Alcohol Advertising in New England
- “The Competitive Food Conundrum: Can Government Regulations Improve School Food?” Duke Law Journal Annual Administrative Law Conference
- 2006-2007 “Appetite for Profit” various book talks including:
- Boston College, Sociology Department
 - Boston University, School of Communications
 - University of California, Berkeley School of Public Health
 - Duke University Law School
 - Kellogg Foundation Food and Society Policy Conference
 - New York University, Nutrition and Public Health
 - University of North Carolina, School of Public Health
 - University of Pennsylvania, Political Science
 - Rudd Center for Food Policy and Obesity at Yale
 - Stanford University Prevention Research Center
 - Tufts University, School of Nutrition Science
 - Yale University, Epidemiology and Public Health
- 2005-06 “Legal Strategies in the Obesity Epidemic,” Northeastern University School of Law
- “Legal Strategies to Address Childhood Obesity,” American Public Health Association
- “Junk Food Marketing to Kids: Policy Solutions,” Community Food Security Coalition Annual Meeting, Vancouver
- “Improving Child Nutrition State by State,” Consumer Federation of America’s National Food Policy Conference

“Politics of Childhood Obesity:” How Food Companies Target Kids and Undermine Nutrition Policy,” Tulane University School of Public Health and Tropical Medicine

“How Big Food Resists Government Regulation: Corporate Spin in the Obesity Debate,” University of California, Berkeley, Food Politics Lecture Series (hosted by Professor Marion Nestle)

“Can Food Companies be Trusted to Self-Regulate? An Analysis of Corporate Lobbying and Deception to Undermine Children’s Health,” Loyola Law School, Symposium on Food Marketing to Children and the Law (Also moderated panel)

“State Legislation and Obesity,” Third Annual Conference on Legal Approaches to the Obesity Epidemic, Northeastern University School of Law

Oral Remarks at Federal Trade Commission workshop, “Marketing, Self-Regulation and Childhood Obesity”

2002-04 “Is Junk Food the Next Tobacco?” University of California, Hastings College of the Law

“Is Junk Food the Next Tobacco?” New York Univ. School of Law

“State Nutrition Legislation” and “Food Industry Lobbying,” Second Annual Conference on Legal Approaches to the Obesity Epidemic, Northeastern University School of Law

Testimony in opposition to AB 1909, a bill to ban obesity-related lawsuits against the food industry, Assembly Committee on Judiciary, California Legislature

“Politics of Nutrition,” University of California, Berkeley, School of Public Health, Public Health Nutrition

“Politics of Nutrition” and “Politics of Food Safety,” *World Vegetarian Congress*, Toronto

PROFESSIONAL MEMBERSHIPS

American Public Health Association

- Health Law SPIG

- Alcohol, Tobacco, and Other Drugs Section, Program Committee

Public Health Law Association

State Bar of California