



## **Stephen McCauley**

**FOUNDER & PRESIDENT, THE GINGER NETWORK, LLC**

For more than three decades, Stephen McCauley has been changing the way America eats. As a leader in two of the world's largest and most distinguished public relations firms for most of his career, he has offered diverse experience in consumer marketing, corporate publicity, issues management, food, nutrition and promotions. In 2014, he started leveraging this extensive experience to create an independent firm—The Ginger Network—dedicated to providing seasoned communications counsel on food & nutrition brand and marketing issues for companies, associations and commodity groups.

While The Ginger Network has managed many exciting projects in its first 12 years, the centerpiece has been the creation and implementation of FoodFluence—a new generation of nutrition thought-leadership meeting. The inaugural meeting, which took place in London in 2016, was such a resounding success that additional meetings followed in Vienna, Austria; Lisbon, Portugal; Toronto, Canada, Budapest, Hungary, Washington, DC, New Orleans, Louisiana, Edinburgh, Scotland, Berlin, Germany, and Panama City, Panama. Meeting delegates—the top 30 food and nutrition communicators in North America—obtained tailor-made content. Speakers and sponsors saw a surge of interest and media coverage in their topics. One hundred percent of attendees reported that the meeting helped to build valuable relationships.

In 2024, Stephen was named Honorary Member by the Academy of Nutrition and Dietetics for his distinguished contributions to nutrition and dietetics through professional knowledge, technical expertise, and promotion of the Academy's mission, vision, and values. The award also recognized Stephen's demonstrated goodwill through notable national and international service through the advancement of the profession.

Prior to founding The Ginger Network, Stephen was part of the leadership team at Porter Novelli for 17 years where he served as a partner in the firm. For most of his tenure, he served as director of the agency's Washington-DC-based Food, Beverage & Nutrition Practice. He also served as interim managing director of the entire Washington, DC, office in 2013. In addition to contributing counsel to all Porter Novelli U.S.-based food clients, he personally directed the agency's largest and most visible accounts.

This ranges from branded work for Bel Brands USA, makers of The Laughing Cow® and Babybel® and Boursin® cheeses, Welch's, Campbell Soup, Perdue Farms and the agency's Procter & Gamble portfolio of food business (Jif, Folgers, Olean, Fit, etc...) He also served as the global account leader for the Almond Board of California managing Porter Novelli teams in the United States, Canada, Mexico, England, France and Germany, as well as other significant commodities such as the National Cattlemen's Beef Association and the Fresh Produce Association of the Americas. In addition, he led the agency's government contract for the United States Department of Agriculture.

Prior to joining Porter Novelli, Stephen headed the Washington-based consumer and food marketing practice of Edelman Public Relations Worldwide. Throughout his career, Stephen has counseled food & beverage companies and organizations that represent virtually every segment of the food industry. This includes:

- **Branded Food & Beverage Companies:** Bush Brothers & Company, General Mills, Welch's, Trident Seafoods Corporation, POM Wonderful, Wish Farms, SOYJOY, Procter & Gamble (including Olean, Fit, Jif, Folgers, Pringles), The Campbell Soup Company, Dole, Weaver Popcorn, Laughing Cow, Mini Babybel, Odwalla, Butterball, Foster Farms, Perdue Farms, Polly-O Cheeses, Hot Pockets/Chef America, John Morrell and Co., Butch Long's Steaks of Nebraska, BestFoods, Kellogg, frozen vegetable manufacturers, orange juice manufacturers, ground beef processors, Ocean Spray, Stolichnaya, José Cuervo Tequila, The Dannon Company, Elàn Frozen Yogurt and Farmland Dairies.
- **Associations & Government Agencies:** The Coalition for the Advancement of Pulses, United States Sweet Potato Council, North Carolina SweetPotato Commission, International Life Sciences Institute, CannedBeans.org, PowerfulPairings.org, Grains Food Foundation, National Pork Board, USA Pulses, National Sorghum Checkoff Program, North American Meat Institute, New England Dairy, National Cattlemen's Beef Association, FMI—The Food Industry Association, Council for Responsible Nutrition, Fresh Produce Association of the Americas, The Almond Board of California, U.S. Department of Agriculture (Food Guide Pyramid Revisions), U.S. Department of Health and Human Services (2005 Dietary Guidelines), National Institutes of Health, National Cancer Institute (5 to 9 A Day), International Food Information Council, California Strawberry Commission, The Sugar Association, National Fisheries Institute, National Broiler Council, National Coffee Association, California Egg Commission, World Food Prize, Partnership for Food Safety Education, American Alliance for Honest Labeling, Centers for Disease Control and Prevention, National Confectioners Association, Trade Commission of Mexico (avocados), German Agricultural Marketing Board and the U.S. Apple Association.
- **Related Campaigns and Companies:** Pendulum Therapeutics, Inova Schar Cancer Institute, National Family Meals Month, Safe Recipe Style Guide, Supermarket Chef Showdown, Shopping for Health, National Owners Association, Pure Alaska Omega, Beneo, Ingredion, NutriBullet, Nature Made, Doctor's Best, Safeway, Weight Watchers, Stew Leonard's (The Disneyland of Dairy Stores) and Waring Products.

In the food crisis arena, he has counseled clients on a vast array of issues including those related to food safety; e.g., food borne illnesses and contamination, pesticides and additives; nutrition; product recalls; workplace safety; animal rights; union organization; environmental concerns; farmer legislation and government regulations.

A natural-born teacher and facilitator, Stephen regularly conducts workshops on message development, presentation training and media training.

Stephen is a graduate of Boston University and holds degrees in communications and biology.

