

Dr. Michele Burkland

NMD, MBA / PHYSICIAN · SCIENTIFIC STRATEGIST



What if...

Science is only
the beginning.

*The real opportunity
is what we create
with it.*

I'm a naturopathic physician, scientific strategist, and wellness innovator working at the intersection of medicine, product development, and brand storytelling.

My work connects clinical insight with commercial strategy and creative thinking, transforming emerging science into products people need, education practitioners use, and ideas consumers can understand and trust.

WHERE WE COULD WORK TOGETHER

01

MEDICAL COMMUNICATIONS

Clarity people can trust

02

PRODUCT INNOVATION

Evidence translated into ideas

03

SCIENTIFIC STRATEGY

Direction with depth

04

CONTENT CREATION

Science made compelling

05

CLINICAL PROTOCOL CREATION

Practical systems for care

06

COURSE CREATION

Education designed to engage

Where Science Becomes Scale

DR. MICHELE BURKLUND, NMD, MBA

At the intersection of medicine, science, and innovation, Dr. Burklund has developed 30+ evidence-based wellness products and supported brands reaching more than 1 million consumers. From educating 5,000+ retail health professionals through The Vitamin Shoppe to producing national consumer-facing scientific content, her work makes complex health concepts accessible and actionable.

The Work, In Perspective

- 01** Former Chief Science Officer

Led scientific affairs, product innovation, and formulation strategy for a national wellness company serving more than one million consumers.
- 02** Developed and commercialized 30+

Developed nutraceutical, probiotic, skincare, and condition-based wellness products, translating emerging science into market-ready solutions.
- 03** National Award-Winning Speaker

Speaks at universities and events internationally, including UCLA. First Place, Integrative Medicine Research & Public Speaking Competition.
- 04** Scientific Communications at Scale

Created evidence-based education for consumers, practitioners, retailers, and brands, with training initiatives reaching more than 7,500 wellness professionals.

By the Numbers

30+	1M+	4
WELLNESS PRODUCTS DEVELOPED	CONSUMERS REACHED	SCIENTIFIC ADVISORY APPOINTMENTS
1,500+	12+ YEARS	1,000+
NATUROPATHIC PHYSICIANS TRAINED	SCIENTIFIC LEADERSHIP & INNOVATION	EDUCATIONAL ASSETS CREATED

Scientific Advisory Appointments

- Made Safe**

Product safety, ingredient evaluation, clean skincare.
- Cornbread Hemp**

Cannabinoid science, consumer education, functional foods.
- Puriya**

OTC product development, scientific substantiation.
- OleoMed**

Olive polyphenol science and wellness innovation.

The Art of *Communication*

CONSUMER HEALTH COMMUNICATIONS

From national media to the brands shaping what's next in wellness, a physician's perspective meets a storyteller's instinct, making complex science feel refreshingly human.



01

Brand Spokesperson

Served as spokesperson for Orthobiome® and Puriya, representing product science, health education, and brand initiatives through media appearances, podcasts, summits, interviews, and public-facing educational platforms.

02

Consumer Science & Content

Translated complex medical conditions, including inflammation, into science-led training for 5,000 employees at The Vitamin Shoppe—helping them understand the biology and communicate it clearly to customers.

03

Educational Publishing

Authored consumer eBooks and educational resources on microbiome health, skin conditions, nutrition, immune health, and healthy living, helping individuals better understand the biological foundations of wellness and disease prevention.

04

National Media & Editorial

Featured contributor, medical reviewer, and wellness expert for national media outlets, with educational content appearing in Better Nutrition, Amazing Wellness, Delish, Vegetarian Times, Nourish & Heal, The Vitamin Shoppe, MindBodyGreen, KOMO News, and other leading wellness publications.

05

Digital Learning & Courses

Developed educational video series, digital learning experiences, webinars, and consumer courses focused on hormones, longevity, microbiome health, skin health, nutrition, and functional medicine consumer audiences.

06

The Wellness Business Blueprint

Co-authored The Wellness Business Blueprint with Rick Cesari, the marketing strategist behind Juiceman who helped bring juicing into mainstream American homes. The book unites clinical insight, brand positioning, and storytelling to help wellness professionals build meaningful, sustainable businesses.

Science, Beautifully Communicated.

Selected educational and brand assets created to translate complex scientific concepts into elegant, consumer-facing and practitioner-friendly education.



Product Education

Translating formulation benefits, ingredients, and product positioning into clear, consumer education.

[Click here to see the details.](#)



Ingredient Science

Making research standards, bioavailability, and clinically studied dosages accessible and visually compelling.

[Click here to see the details.](#)



Evidence-Based Ebooks

Formula-led, root-cause guides to eczema and other skin conditions, integrative dermatology, microbiome-focused care, and cleaner living.

[Click here to see the details.](#)



Editorial Publishing

Associate Editor at Better Nutrition, translating emerging science into credible, engaging health and wellness editorial content for a national audience.

[Click here to see the details.](#)

Medical & Practitioner Communications

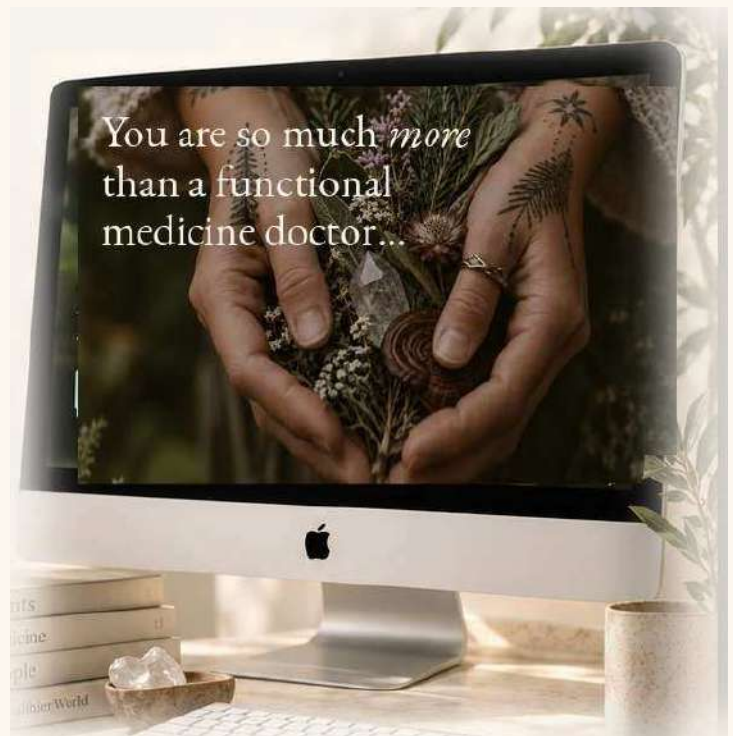
Scientific Affairs • Clinical Education • Professional Training

Served as a scientific liaison between clinicians, formulators, manufacturers, marketing teams, and executive leadership, translating complex scientific concepts into clear, clinically relevant communications.

Educated and trained more than 1,500 naturopathic physicians through professional development programs, continuing education initiatives, business training, and practitioner-focused educational platforms.

Authored practitioner-focused product toolkits, scientific white papers, clinical resources, and implementation guides. Worked with KOLs, conducted expert interviews, created Puriya's podcast series and *Living Well* interview series, built a practitioner network, and developed continuing education (CE) programs for brands.

Leverages extensive clinical experience to bridge the gap between research, product innovation, and practitioner adoption, with a nuanced understanding of how healthcare professionals evaluate evidence, integrate new therapies, and apply products in real-world patient care.



Practitioner Training

[Click to view details.](#)

Practitioner Communications

- 👤 1,500+ naturopathic physicians trained
- 🔗 Scientific liaison across cross-functional teams
- 📖 Clinical education and practitioner training
- 📋 Product implementation toolkits

- 📄 Scientific white papers
- 📋 Practitioner-facing educational resources
- ☀️ Continuing education programs
- 📊 Translational science and clinical communications

Research, Formulation & Scientific Leadership

01 / SCIENTIFIC LEADERSHIP

Chief Science Officer

PURIYA | LOS ANGELES, CA | 2018-2023

Led scientific affairs, formulation strategy, product innovation, and research initiatives for a national condition-based wellness company serving more than one million consumers.

SIGNATURE CONTRIBUTIONS

- 01

Directed end-to-end research and development strategy across nutraceutical, topical, OTC, and wellness categories.
- 02

Developed and commercialized more than 30 products utilizing mechanism-based ingredient selection, clinically relevant dosing, formulation optimization, and bioavailability considerations.
- 03

Authored scientific white papers, technical briefs, ingredient reviews, and product dossiers translating complex biological mechanisms into clinically grounded consumer health solutions.
- 04

Established and chaired the Scientific Advisory Board, guiding evidence-based innovation, scientific review processes, and product development priorities.
- 05

Collaborated across R&D, regulatory, manufacturing, quality assurance, and marketing teams to ensure compliant, science-driven product development.
- 06

Oversaw manufacturing quality standards and regulatory alignment across domestic and international production partners.

02 / SCIENTIFIC COMMUNICATIONS

Scientific Communications & Medical Review

BETTER NUTRITION MAGAZINE & ACTIVE INTEREST MEDIA | 2015-2019

Provided scientific expertise across nutrition, immunology, dermatology, botanical medicine, microbiome science, and nutraceutical research.

AREAS OF IMPACT

- Authored and reviewed dozens of evidence-based articles for both consumer and practitioner audiences.
- Evaluated emerging scientific literature and translated research findings into accessible, clinically accurate health education.
- Contributed to editorial strategy and scientific content development across Better Nutrition, Amazing Wellness, Delish, Clean Eating, Vegetarian Times, Nourish & Heal, and The Vitamin Shoppe.
- Recognized for bridging clinical insight with credible scientific communication at scale.

03 / MICROBIOME RESEARCH

Formulation Science & Microbiome Research

THE HEALTHY LIVING ASSOCIATION | 2018-2020

Led formulation and educational initiatives focused on microbiome science, probiotics, gut health, inflammation, skin physiology, and functional nutrition.

AREAS OF EXPERTISE

- Developed microbiome-targeted formulations, including Orthobiome®, utilizing strain-specific research and evidence-based formulation principles.
- Evaluated emerging literature related to microbiome health, gut barrier function, immune regulation, inflammation, collagen biology, and skin health.
- Designed educational resources translating nutritional science and microbiome research into practical practitioner and consumer applications.
- Supported product innovation initiatives through scientific literature review, formulation evaluation, and evidence-based educational development.

RESEARCH & FORMULATION EXPERTISE

Nutraceutical Development | OTC Innovation | Holistic Skincare | Probiotic & Microbiome Science | Ingredient Evaluation | Scientific Substantiation | Translational Science | Technical Writing | Product Commercialization | Evidence-Based Wellness Innovation

Scientific Consulting, Advisory & *Product Innovation*



01 / STRATEGIC SCIENTIFIC PARTNERSHIPS

From thoughtful science to products with purpose.

CORE CAPABILITIES

01 Evidence-Based Formulation Develop science-led formulations across nutraceutical, probiotic, skincare, condition-based OTC, and consumer health categories.	02 Research & Ingredient Sourcing Evaluate emerging science and source clinically relevant ingredients with differentiation, efficacy, and product viability in mind.	03 Scientific Translation Translate complex literature into innovative, commercially viable wellness products, product pipelines, and strategic opportunities.
04 Scientific Positioning Advise executive teams on product architecture, scientific positioning, formulation strategy, and innovation opportunities.	05 White Papers & Educational Assets Create white papers, training materials, product dossiers, and practitioner- and consumer-facing educational resources.	06 Manufacturer Collaboration Work cross-functionally with manufacturers, R&D, regulatory, marketing, education, and commercialization teams to ensure accurate, compliant, science-driven execution.

02 / BRANDS & COLLABORATIONS

Selected Brands & Collaborations

Science, education, and product development in collaboration with brands, publishers, and wellness organizations.

Pharmaca
Jane Iredale
The Vitamin Shoppe
CuraMed
OleoMed
Made Safe

Puriya
Healthy Living Association
Cornbread Hemp
SummerSkin
Better Nutrition
Amazing Wellness

Delish
Clean Eating
Vegetarian Times
Nourish & Heal
Zuna Brands
Lillian Eve
SFI

PRODUCT INNOVATION EXPERTISE

Ingredient evaluation / Scientific substantiation / Formulation strategy / Nutraceutical development / Holistic skincare

Understanding the Medicine *from the Inside Out*



12+ YEARS
OF PRACTICE



LICENSED IN
3 STATES · WA · CA · MT



WOMEN'S
WELLNESS FOCUS



FUNCTIONAL LABS
& ADVANCED IV TRAINING

CLINICAL PRACTICE

Founder & Physician

PRIVATE TELEMEDICINE PRACTICE / 2014-PRESENT

Founded a virtual naturopathic and functional medicine practice devoted to women's health, longevity, brain wellness, hormones, and complex chronic conditions.

Currently not seeing patients.

AREAS OF CLINICAL FOCUS

- Women's health, perimenopause & hormones
- Digestive health & the microbiome
- Autoimmune & immune-related conditions
- Brain health & cognitive performance
- Thyroid & metabolic optimization
- Complex chronic and recurrent illness
- The physical effects of grief and stress

Earlier Clinical Roles

Concierge Physician · Montecito, CA

2013-2015 / Prevention, hormones, longevity

Naturopathic Physician · NEST Integrative

Santa Barbara / Integrative primary care & diagnostics

THE WHOLE-PERSON PERSPECTIVE

Beyond isolated symptoms

Connecting physiology, environment, microbiome, hormones, and everyday life to the clinical decisions that matter.

DIAGNOSTICS & CLINICAL REASONING

- Functional laboratory interpretation
- Nutrigenomics and genetics
- Microbiome & precision nutrition
- Evidence-informed nutraceutical protocols
- Mind-body & neuroscience-informed care

Rhea Teachings

A physician-guided immersion into the changing female body.

ADVANCED HEALTH
INTELLIGENCE

488+ PAGES OF
PROTOCOLS & CLINICAL
FRAMEWORKS

12 PILLARS OF
WELLNESS

65+ BIOMARKERS

100+ CURATED
VIDEO LESSONS

ADVANCED NUTRITION
& ELIMINATION
GUIDANCE

CLINICAL PRACTICE

DRMICHELEBURKLUND.COM

RHEA TEACHINGS

THECOURSE.HEALTH



BASTYR UNIVERSITY / THE ORIGINAL FUNCTIONAL MEDICINE EDUCATION

The World's Most Innovative Medical School

BASTYR UNIVERSITY

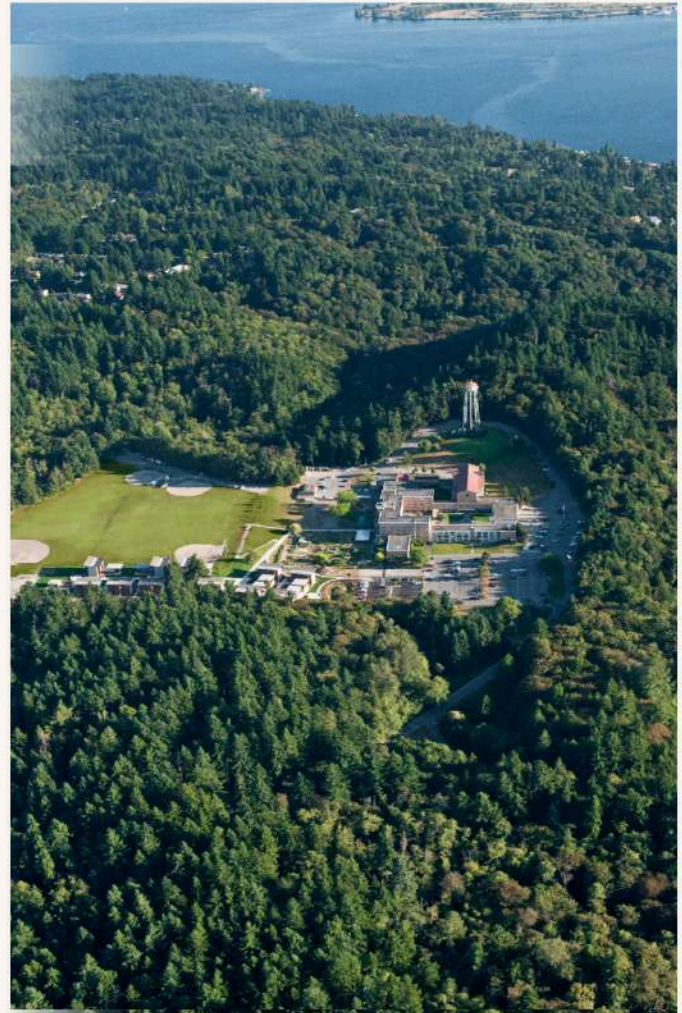
Imagine studying pharmacology, then stepping into medicinal gardens to experience the plants behind the science.

Moving from the classroom to the botanical medicine laboratory, formulating remedies with a deep understanding of their chemistry, therapeutic properties, and interactions. Studying biochemistry, then entering a professional kitchen to explore the art and science of clinical nutrition.

The five-year, full-time, in-residence doctoral program combines biomedical education with clinical nutrition, botanical medicine, counseling, functional diagnostics, physical therapeutics, and mind-body medicine.

PROGRAM HIGHLIGHTS

- 5-year in-residence doctoral program
- One year of human cadaver dissection
- Same academic sciences as MD and DO programs
- 4-year undergraduate degree required
- Premedical prerequisites required



The Living Campus

Within more than 51 acres of protected forest, Bastyr's campus connects botanical gardens and living landscapes with the study of plant medicine, clinical mycology, and wild-crafted therapeutics.

ADVANCED CLINICAL TRAINING

- Infectious Disease & Immunology — University of Nebraska
- Medical Detoxification & Metabolic Optimization — Swedish Medical Center, Seattle
- Family Medicine
- Women's Health
- Physical Medicine
- Environmental Medicine
- Detoxification Medicine
- ADHD Assessment & Integrative Management
- Advanced Intravenous Therapy
- Integrative Naturopathic Dermatology

NEUROSCIENCE RESEARCH PRECEPTOR

BASTYR NEUROSCIENCE RESEARCH CENTER

Participated in neuroscience research and academic mentorship on neurological disorders.

INTERNATIONAL FIELD STUDY

BELIZE & GUATEMALA

Studied traditional plant medicine and ethnobotany with bush doctors, traditional healers, and medicinal plant practitioners.

NEURO-ONCOLOGY PRECEPTORSHIP

UNIVERSITY OF WASHINGTON

Advanced clinical training with Maciej M. Mrugala, MD, PhD, focused on neuro-oncology, brain tumors, and neurological disease.

NIH-FUNDED RESEARCH

Contributed to interdisciplinary research involving Parkinson's disease, multiple sclerosis, and neurodegenerative disorders.

THE VALUE OF AN INTEGRATED PERSPECTIVE

Where It All Comes Together

The value is in the combination.

A rare blend of science, strategy, and story.



01 THE SCIENCE

Clinical experience, formulation, medical research, evidence assessment.

02 THE STRATEGY

Product innovation, market positioning, commercial decisions, professional education.

03 THE STORY

Scientific communications, consumer education, editorial development, brand messaging.

THE THREAD THAT CONNECTS IT ALL

Most companies approach scientific development, commercial strategy, and communication as separate disciplines. My career has been built at their intersection—understanding how a product works, why it matters, and how to make that value meaningful to the people it's designed to serve.

From the white paper to the final customer touchpoint, I think about the whole process—how a product is researched, refined, positioned, and brought to life in a way people can understand, trust, and feel.

IN THEIR WORDS

From Those Who Know Michele:

“ I have known and worked on projects with Dr. Michele Burklund for over 15 years. Michele brings a unique combination of scientific knowledge, creative thinking, and real life business experience that sets her apart from anyone else I have ever worked with. She gets things done in the quickest, well thought out and most professional way possible. She is the best!

RICK CESARI

Co-founder of the company behind Juiceman and brand strategist who helped grow four companies into billion-dollar brands.

“ I have worked with Dr. Michele Burklund for many years and found her to be very smart, as most doctors are. What sets her apart is her ability to identify gaps in the market where healthcare professionals can not only help more people but grow their business.

KRISS BERGETHON

Cofounder, Healthy Living Association

“ Dr. Burklund is a rare gem with a brilliant creative mind and an authentic passion for helping others discover the power and possibilities of branding in the wellness world. What I love most is her refreshingly real advice that comes from actual experience.

NICOLE BRECHKA

Editor in Chief, Better Nutrition Magazine

“ As a friend, Michele inspires me by example, deep thinking, wit, creativity and laughter. My brain is constantly engaged in being prodded to think more clearly, all with love. I have been involved with Dr. Burklund in her MasterMind series and have been amazed at the depth of information and motivation she has provided the participants, both as a teacher and course organizer.

DR. STEPHEN BARRIE

Founder, Genova Diagnostics & VP at Viome

In Closing...

Formal education tells part of the story. But how do you quantify creativity, the wisdom of nature, or the art of finding words that make people feel something?

EDUCATION

Doctor of Naturopathic Medicine

NMD • BASTYR UNIVERSITY

Master of Business Administration

MBA • SEATTLE UNIVERSITY, ALBERS SCHOOL OF BUSINESS

Bachelor of Arts in Business Administration

BA • SEATTLE UNIVERSITY, ALBERS SCHOOL OF BUSINESS

Premedical Studies

UNIVERSITY OF WASHINGTON

ADDITIONAL ACADEMIC STUDY

Stanford University

Postgraduate Studies • Stanford Graduate School of Business

Entrepreneurship, innovation, leadership, and business development.

University of Nebraska

Doctoral Studies • Infectious Disease & Immunology

Advanced training in infectious disease, immune system function, and clinical immunology.



LET'S TALK



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