



groundswell strategy

strategic approach to a regulated world

Senior FDA and USDA Alum David Goldman joins Food & Ag Consulting Firm Groundswell Strategy

(Washington, DC; December 1, 2022) Groundswell Strategy, the food and agriculture consulting firm launched by former Administrator of the USDA Food Safety and Inspection Service Carmen Rottenberg, today announced the hire of Dr. David Goldman, former Chief Medical Officer in FDA's Office of Food Policy and Response. With more than 30 years of experience including as a senior leader in public health at both the Food and Drug Administration and the United States Department of Agriculture, Dr. Goldman will serve as Groundswell's Senior Advisor for Public Health, providing strategic guidance to clients on the full spectrum of medical and public health issues across food, dietary supplements, and cosmetic products.

"David Goldman is a known leader, problem-solver, and tireless advocate for improving public health outcomes," said Groundswell Managing Director Carmen Rottenberg. "At both USDA and FDA, he led teams to think differently about tough problems to improve processes and advance public health. His breadth of knowledge across federal agencies, health policy, and food safety will be a tremendous asset to clients looking to create opportunities working with the government or with regulated industry. There simply is not a greater public health thought leader than David."

"I am pleased to have the opportunity to bring my public health and regulatory experience to Groundswell Strategy and to clients navigating the complex public health infrastructure of the federal government," said Dr. Goldman. "With more than 20 years in federal food safety, I have learned firsthand what it means for companies to effectively partner with the government in this space, as well as the positive public health impact that partnership can achieve. I have worked with Carmen Rottenberg for over a decade, and am excited to join forces to help companies across the food and agriculture space achieve their public policy goals."

Trained as a medical epidemiologist, Dr. Goldman is a board-certified physician in preventive medicine and public health. He served most recently as Chief Medical Officer in FDA's Office of Food Policy and Response where he led the agency on issues related to food safety including strategic response to outbreak and recall events. In that role, he chaired the Center for Food Safety and Applied Nutrition (CFSAN) Health Hazard Evaluation Board, which evaluates the human health effects of physical, microbiological, chemical, or radiological contamination of food and cosmetic products. He also played a pivotal role in continuing to advance the agency's work to improve recall efforts by co-chairing the Strategic Coordinated Oversight of Recall Execution (SCORE) team.

Prior to joining FDA, Dr. Goldman was Chief Medical Officer of USDA's Food Safety and Inspection Service where he was responsible for occupational health issues related to chemical and biological exposures, as well as for providing medical expertise on emerging food safety issues. He was Assistant Administrator for FSIS's Office of Public Health Science from November 2004 through May 2018, leading a staff of 300 that provided the scientific foundation for FSIS policies, conducted microbial risk assessments, led outbreak investigations and executed a national sampling program of meat and poultry products.

Dr. Goldman was a member of the Commissioned Corps of the U.S. Public Health Service since February 2002, retiring in August 2022 as Assistant Surgeon General with the rank of Rear Admiral. He spent 10 years in the U.S. Army Medical

Corps, practicing both family medicine and preventive medicine before holding multiple roles with the Virginia Department of Health. Dr. Goldman received his Bachelor of Arts from the University of Virginia, his Doctor of Medicine from the University of Virginia. He holds a Master of Public Health in Epidemiology from the University of Washington.

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About Groundswell Strategy

Groundswell Strategy builds strategic approaches to a regulated world. Launched in 2020 by Carmen Rottenberg, former Administrator of the U.S. Department of Agriculture Food Safety and Inspection Service, Groundswell builds tailored plans for a diverse set of clients across the food and agriculture space – from processors to suppliers to agtech firms and more. Our approach can help clients with their full range of government affairs needs including public affairs, regulatory and administrative engagement, and legislative outreach. Learn more at groundswellstrat.com.

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