

Biography
Nicole Spelhaug
Sr. Director, Consumer Products & Services
Mayo Clinic



As Senior Director of Consumer Products, Nicole Spelhaug oversees the product management, editorial and user experience activities for Mayo Clinic’s range of consumer products. Products for this market include Mayo Clinic Health Manager, MayoClinic.com, Mayo Clinic Health Letter, Women’s HealthSource, and consumer book titles.

Spelhaug began her career in books and print newsletters and early in her career served as editor for Mayo Clinic’s first consumer subscription newsletter, Mayo Clinic Health Letter. Later, she developed the editorial component of MayoClinic.com’s syndication program.

As Chief of Product Development for MayoClinic.com, Spelhaug aspired to bring Mayo Clinic’s knowledge and experience to the millions of people who visit the Web site each month. Now as Senior Director of Consumer Products, she is committed to redefining what it means to “help people manage their health” by leveraging technology to offer consumer-centric products and services for people at all stages of their lives.

Spelhaug has a master's degree in nutrition communications from Boston University. She lives in Rochester, Minnesota with her family.