

Melissa Elder

SVP Operations

Off The Scale

Link to bio (or provide a PDF of bio): Melissa is the Senior Vice President of Operations for "Off The Scale", where she specializes in designing and delivering lifestyle modification programs for chronic disease patients. She received her BA in Psychology from Stony Brook University, and earned her Executive MBA in Healthcare Administration from Baruch College. Additionally, she's certified as a Personal Trainer and Behavior Change Specialist, and is credentialed in "Exercise is Medicine" through ACSM. She's worked in a variety of settings, coaching one-on-one and facilitating groups, and has led teams of coaches in creating wellness curricula for both in-person and digital interventions. Recently, she completed a certification course in "Digital Psychology for Behavior Change", and is a member of HBA's Digital Innovators Global Committee. She also serves as VP of HBA's New York City Chapter.