

C.V. Mark A. Gottlieb, J.D.

617.373.8487 / markagottlieb@gmail.com

I am a: An attorney and non-profit executive as well as a senior commercial tobacco and health policy analyst and researcher who teaches the Public Health Advocacy Clinic at Northeastern University School of Law

Experience Executive Director
9/2005 - Present / Public Health Advocacy Institute at Northeastern University School of Law, Boston, MA USA

- Directs small public health law non-profit that conducting research and advocacy efforts focusing on tobacco control and childhood obesity prevention strategies.
- Directed Legal and Regulatory Research for R01 focusing on tobacco and food industry argumentation.
- Legal and Regulatory Consultant to AAP Julius B. Richmond Center of Excellence. Past site-P.I. for Richmond Center focusing on legal and regulatory efforts to prevent pediatric tobacco exposure.
- Leads Institute's tobacco endgame initiatives including nicotine reduction, Tobacco 21, and Tobacco-Free Generation.
- Key member of litigation team for Center for Public Health Litigation

Lecturer and Adjunct Professor

5/2014 – Present / Northeastern University School of Law, Boston, MA USA

- Teach and manage the Public Health Advocacy Clinic (4 credit upper level experiential learning course).

Senior Staff Attorney

9/1998 – 9/2005 Tobacco Control Resource Center at Northeastern University School of Law, Boston, MA USA

- Director of Legal Research for R01 examining the role of tobacco industry lawyers in corporate decision-making relating to smoking and health.
- Managed media messaging campaign with goal of communicating public health significance of legal developments regarding tobacco.
- Editor of the Tobacco Products Litigation Reporter.

Staff Attorney

9/1993 – 9/1998 Tobacco Control Resource Center at Northeastern University School of Law, Boston, MA USA

- Developed and wrote Stop Cigarette Sales to Kids as a private means to enforce tobacco youth access laws under state consumer protection law.
- Directed Americans with Disabilities Act Smokefree Demonstration Initiative and ADA Smokefree Policy and Evaluation Project to protect those with respiratory limitations from discrimination stemming smoking policies.
- Developed and maintained the State Tobacco Information Center to facilitate sharing of resources among state attorneys general and their outside counsel bringing legal action against cigarette companies.

Education Northeastern University School of Law, Boston, MA USA

- J.D.

New College of Florida, Sarasota, FL USA

- B.A. – Philosophy/Psychology

Selected Publications

- ☐ Liu, J., Reynolds, M., Hartman, L., Gottlieb, M., Coogan, J., Winickoff, J. The First State Tobacco Flavor Ban: Perceptions of Adolescent Vaping and High School Tobacco Control Needs in a Changing Landscape. *Journal of School Health. J Sch Health.* 2022 Jul;92(7):720-727. doi: 10.1111/josh.13171. Epub 2022 Mar 18. PubMed PMID: 35304758.
- ☐ Gottlieb MA, Daynard RA, Friedman LC. Casinos: [An Addiction Industry in the Mold of Tobacco and Opioid Drugs](#). *U. Ill. L. Rev.*. 2021; 5:1711.
- ☐ Edmund JA, Utter H, Eschholz A, Chang V, Gottlieb MA, Sargent JD. [Promotion of Meal Premiums in Child-Directed TV Advertising for Children's Fast-food Meals](#). *Pediatrics.* 2021;147(6): e2020042994 PubMed PMID: 33972379.
- ☐ Wilking C, Gottlieb MA, Rickles N. [The role of chain pharmacies to promote healthy food retail: Current trends, legal limits, and policy opportunities](#). *Health Mark Q.* 2019 Oct-Dec;36(4):291-306. doi: 10.1080/07359683.2019.1575058. Epub 2019 Apr 25. PubMed PMID: 31021284.
- ☐ McMillen RC, Winickoff JP, Gottlieb MA, Tanski S, Wilson K, Klein JD. [Public Support for Smoke-Free Section 8 Public Housing](#). *West J Nurs Res.* 2019 Aug;41(8):1170-1183. doi: 10.1177/0193945919826238. Epub 2019 Feb 10. PubMed PMID: 30741120.
- ☐ Gottlieb MA. [Regulation of E-Cigarettes in the United States and Its Role in a Youth Epidemic](#). *Children (Basel).* 2019 Mar 4;6(3). doi: 10.3390/children6030040. PubMed PMID: 30836677; PubMed Central PMCID: PMC6463025.
- ☐ Hawkins SS, Hristakeva S, Gottlieb M, Baum CF. [Reduction in emergency department visits for children's asthma, ear infections, and respiratory infections after the introduction of state smoke-free legislation](#). *Prev Med.* 2016 Aug;89:278-285. doi: 10.1016/j.ypmed.2016.06.005. Epub 2016 Jun 7. PubMed PMID: 27283094.
- ☐ Hawkins S, Hristakeva S, Gottlieb M, Baum C. [Reduction in emergency department visits for children's asthma, ear infections, and respiratory infections after the introduction of state smoke-free legislation](#). *Preventive Medicine.* 2016 August; 89:278-285. doi: 10.1016/j.ypmed.2016.06.005.
- ☐ Winickoff JP, McMillen R, Tanski S, Wilson K, Gottlieb M, Crane R. [Public support for raising the age of sale for tobacco to 21 in the United States](#). *Tob Control.* 2016 May;25(3):284-8. doi: 10.1136/tobaccocontrol-2014-052126. Epub 2015 Feb 20. PubMed PMID: 25701856.
- ☐ Rodgers RF, Wilking C, Gottlieb M, Daynard R, Franko DL. [A qualitative study of the decision to engage in tanning behaviors among female college students](#). *Revue Européenne de Psychologie Appliquée.* 2015 November. doi: 10.1016/j.erap.2015.11.003.

- ❑ McMillen RC, Gottlieb MA, Shaefer RM, Winickoff JP, Klein JD. [Trends in Electronic Cigarette Use Among U.S. Adults: Use is Increasing in Both Smokers and Nonsmokers](#). *Nicotine Tob Res*. 2015 Oct;17(10):1195-202. doi: 10.1093/ntr/ntu213. Epub 2014 Nov 6. PubMed PMID: 25381306.
- ❑ McMillen RC, Gottlieb MA, Winickoff JP. [e-Cigarettes--The Roles of Regulation and Clinicians](#). *JAMA Intern Med*. 2015 Oct;175(10):1603-4. doi: 10.1001/jamainternmed.2015.4436. PubMed PMID: 26322472.
- ❑ Bulger AL, Mayer JE, Gershenwald JE, Guild SR, Gottlieb MA, Geller AC. [Enforcement Provisions of Indoor Tanning Bans for Minors: An Analysis of the First 6 US States](#). *Am J Public Health*. 2015 Aug;105(8):e10-2. doi: 10.2105/AJPH.2015.302684. Epub 2015 Jun 11. PubMed PMID: 26066916; PubMed Central PMCID: PMC4504293.
- ❑ Nixon L, Mejia P, Dorfman L, Cheyne A, Young S, Friedman LC, Gottlieb MA, Wooten H. [Fast-food fights: news coverage of local efforts to improve food environments through land-use regulations, 2001-2013. \[corrected\]](#). *Am J Public Health*. 2015 Mar;105(3):490-6. doi: 10.2105/AJPH.2014.302368. Epub 2015 Jan 20. PubMed PMID: 25602875; PubMed Central PMCID: PMC4330826.
- ❑ Gottlieb M, Balk SJ, Geller AC, Gershenwald JE. [Teens and indoor tanning: time to act on the US Food and Drug Administration's black-box warning](#). *Ann Surg Oncol*. 2015 Mar;22(3):701-3. doi: 10.1245/s10434-014-4257-6. Epub 2014 Dec 17. PubMed PMID: 25515195.
- ❑ Friedman LC, Cheyne A, Givelber D, Gottlieb MA, Daynard RA. [Tobacco industry use of personal responsibility rhetoric in public relations and litigation: disguising freedom to blame as freedom of choice](#). *Am J Public Health*. 2015 Feb;105(2):250-60. doi: 10.2105/AJPH.2014.302226. PubMed PMID: 25521876; PubMed Central PMCID: PMC4318333.
- ❑ Rodgers RF, Franko DL, Gottlieb M, Daynard R. [Decreases in tanning behaviors following a short online survey: Potential for prevention?](#). *Prev Med Rep*. 2015;2:76-8. doi: 10.1016/j.pmedr.2015.01.002. eCollection 2015. PubMed PMID: 26844052; PubMed Central PMCID: PMC4721326.
- ❑ Gottlieb M, Balk S, Geller A, Gershenwald J. [Teens and Indoor Tanning: Time to Act on the US Food and Drug Administration's Black-Box Warning](#). *Annals of Surgical Oncology*. 2014 December; 22(3):701-703. doi: 10.1245/s10434-014-4257-6.
- ❑ Martínez-Sánchez JM, Ballbè M, Fu M, Martín-Sánchez JC, Gottlieb M, Saltó E, Vardavas CI, Daynard R, Connolly GN, Fernández E. [Attitudes towards electronic cigarettes regulation in indoor workplaces and selected public and private places: a population-based cross-sectional study](#). *PLoS One*. 2014;9(12):e114256. doi: 10.1371/journal.pone.0114256. eCollection 2014. PubMed PMID: 25469996; PubMed Central PMCID: PMC4254991.
- ❑ Winickoff JP, Hartman L, Chen ML, Gottlieb M, Nabi-Burza E, DiFranza JR. [Retail impact of raising tobacco sales age to 21 years](#). *Am J Public Health*. 2014 Nov;104(11):e18-21. doi:

10.2105/AJPH.2014.302174. Epub 2014 Sep 11. PubMed PMID: 25211755; PubMed Central PMCID: PMC4202948.

❑ Martínez-Sánchez JM, Ballbè M, Fu M, Martín-Sánchez JC, Saltó E, Gottlieb M, Daynard R, Connolly GN, Fernández E. [Electronic cigarette use among adult population: a cross-sectional study in Barcelona, Spain \(2013-2014\)](#). BMJ Open. 2014 Aug 25;4(8):e005894. doi: 10.1136/bmjopen-2014-005894. PubMed PMID: 25157186; PubMed Central PMCID: PMC4156815.

❑ Cheyne A, Dorfman L, Daynard RA, Mejia P, Gottlieb M. [The debate on regulating menthol cigarettes: closing a dangerous loophole vs freedom of choice](#). Am J Public Health. 2014 Jul;104(7):e54-61. doi: 10.2105/AJPH.2014.302025. Epub 2014 May 15. PubMed PMID: 24832437; PubMed Central PMCID: PMC4056219.

❑ Contributing Author to U.S. Department of Health and Human Services. [The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General](#). Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014. (noted on page vii).Chapter 14 and Appendix 14.3.

❑ Cheyne A, Dorfman L, Daynard R, Mejia P, Gottlieb M. [The Debate on Regulating Menthol Cigarettes: Closing a Dangerous Loophole vs Freedom of Choice](#). American Journal of Public Health. 2014 July; 104(7):e54-e61. doi: 10.2105/AJPH.2014.302025.

❑ Mejia P, Dorfman L, Cheyne A, Nixon L, Friedman L, Gottlieb M, Daynard R. [The origins of personal responsibility rhetoric in news coverage of the tobacco industry](#). Am J Public Health. 2014 Jun;104(6):1048-51. doi: 10.2105/AJPH.2013.301754. Epub 2014 Apr 17. PubMed PMID: 24825205; PubMed Central PMCID: PMC4062031.

❑ Dorfman L, Cheyne A, Gottlieb MA, Mejia P, Nixon L, Friedman LC, Daynard RA. [Dorfman et al. respond](#). Am J Public Health. 2014 Jun;104(6):e3. doi: 10.2105/AJPH.2014.301915. Epub 2014 Apr 17. PubMed PMID: 24825228; PubMed Central PMCID: PMC4061996.

❑ Mejia P, Dorfman L, Cheyne A, Nixon L, Friedman L, Gottlieb M, Daynard R. [The Origins of Personal Responsibility Rhetoric in News Coverage of the Tobacco Industry](#). American Journal of Public Health. 2014 June; 104(6):1048-1051. doi: 10.2105/AJPH.2013.301754.

❑ Dorfman L, Cheyne A, Gottlieb M, Mejia P, Nixon L, Friedman L, Daynard R. Dorfman et al. Respond. American Journal of Public Health. 2014 June; 104(6):e3-e3. doi: 10.2105/AJPH.2014.301915.

❑ Bernhardt AM, Wilking C, Gottlieb M, Emond J, Sargent JD. [Children's reaction to depictions of healthy foods in fast-food television advertisements](#). JAMA Pediatr. 2014 May;168(5):422-6. doi: 10.1001/jamapediatrics.2014.140. PubMed PMID: 24686476.

- ❑ Gottlieb M. [Overcautious FDA has lost its way](#). Tob Control. 2014 May;23(3):187-8. doi: 10.1136/tobaccocontrol-2014-051695. PubMed PMID: 24728216.
- ❑ Bernhardt A, Wilking C, Gottlieb M, Emond J, Sargent J. [Children's Reaction to Depictions of Healthy Foods in Fast-Food Television Advertisements](#). JAMA Pediatrics. 2014 May; 168(5):422-. doi: 10.1001/jamapediatrics.2014.140.
- ❑ Gottlieb M. [Overcautious FDA has lost its way](#). Tobacco Control. 2014 May; 23(3):187-188. doi: 10.1136/tobaccocontrol-2014-051695.
- ❑ Gosis B, Sampson BP, Seidenberg AB, Balk SJ, Gottlieb M, Geller AC. [Comprehensive evaluation of indoor tanning regulations: a 50-state analysis, 2012](#). J Invest Dermatol. 2014 Mar;134(3):620-627. doi: 10.1038/jid.2013.357. Epub 2013 Aug 23. PubMed PMID: 23974917.
- ❑ Winickoff JP, Gottlieb M, Mello MM. [Tobacco 21—an idea whose time has come](#). N Engl J Med. 2014 Jan 23;370(4):295-7. doi: 10.1056/NEJMp1314626. Epub 2014 Jan 8. PubMed PMID: 24401021.
- ❑ Dorfman L, Cheyne A, Gottlieb MA, Mejia P, Nixon L, Friedman LC, Daynard RA. [Cigarettes become a dangerous product: tobacco in the rearview mirror, 1952-1965](#). Am J Public Health. 2014 Jan;104(1):37-46. doi: 10.2105/AJPH.2013.301475. Epub 2013 Nov 14. PubMed PMID: 24228675; PubMed Central PMCID: PMC3910047.
- ❑ Dorfman L, Cheyne A, Gottlieb M, Mejia P, Nixon L, Friedman L, Daynard R. [Cigarettes Become a Dangerous Product: Tobacco in the Rearview Mirror, 1952–1965](#). American Journal of Public Health. 2014 January; 104(1):37-46. doi: 10.2105/AJPH.2013.301475.
- ❑ Holman DM, Fox KA, Glenn JD, Guy GP Jr, Watson M, Baker K, Cokkinides V, Gottlieb M, Lazovich D, Perna FM, Sampson BP, Seidenberg AB, Sinclair C, Geller AC. [Strategies to reduce indoor tanning: current research gaps and future opportunities for prevention](#). Am J Prev Med. 2013 Jun;44(6):672-81. doi: 10.1016/j.amepre.2013.02.014. PubMed PMID: 23683986; PubMed Central PMCID: PMC4413462.
- ❑ Dorfman L, Cheyne A, Friedman LC, Wadud A, Gottlieb M. [Soda and tobacco industry corporate social responsibility campaigns: how do they compare?](#). PLoS Med. 2012;9(6):e1001241. doi: 10.1371/journal.pmed.1001241. Epub 2012 Jun 19. Review. PubMed PMID: 22723745; PubMed Central PMCID: PMC3378589.
- ❑ Daynard RA, de Alwis Rde S, Gottlieb M. [Allying tobacco control with human rights: invited commentary](#). Tob Control. 2012 Mar;21(2):213-4. doi: 10.1136/tobaccocontrol-2011-050331. PubMed PMID: 22345250.
- ❑ Wilson KM, Klein JD, Blumkin AK, Gottlieb M, Winickoff JP. [Tobacco-smoke exposure in children who live in multiunit housing](#). Pediatrics. 2011 Jan;127(1):85-92. doi: 10.1542/peds.2010-2046. Epub 2010 Dec 13. PubMed PMID: 21149434.

- ❑ Winickoff JP, Gottlieb M, Mello MM. [Regulation of smoking in public housing](#). N Engl J Med. 2010 Jun 17;362(24):2319-25. doi: 10.1056/NEJMhle1000941. PubMed PMID: 20554988; PubMed Central PMCID: PMC3210023.
- ❑ Goodman R, Hoffman R, Lopez W, Matthews G, Rothstein M, Foster K, editors. Law in Public Health Practice [Internet] Oxford University Press; 2007-03. -p. Available from: <https://oxford.universitypressscholarship.com/view/10.1093/acprof:oso/9780195301489.001.0001/acprof-9780195301489>.
- ❑ Contributing Author to U.S. Department of Health and Human Services. [Reducing Tobacco Use: A Report of the Surgeon General](#). Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2000. (noted on page vi).Chapter 5.
- ❑ Sweda EL Jr, Gottlieb MA, Porfiri RC. [Protecting children from exposure to environmental tobacco smoke](#). Tob Control. 1998 Spring;7(1):1-2. doi: 10.1136/tc.7.1.1. PubMed PMID: 9706745; PubMed Central PMCID: PMC1759659.
- ❑ Parmet WE, Gottlieb MA, Daynard RA. [Accommodating vulnerabilities to environmental tobacco smoke: a prism for understanding the ADA](#). J Law Health. 1997-1998;12(1):1-38. PubMed PMID: 10182026.

Other

- Member of Massachusetts Bar – BBO #627008; U.S. District Court of Massachusetts; U.S. Court of Appeals for the First Circuit # 1174190; U.S. Court of Appeals for the Second Circuit, New Hampshire Bar #276441
- Member of the American Academy of Pediatrics Tobacco Consortium 2008 – Present
- Board Member of the Institute for Health and Recovery (President)
- Advisory Board Member for Justice Catalyst
- Advisory Board Member of Soil4Climate
- Widely quoted in news media on tobacco and other public health issues.

Recent op-eds

- Richard Daynard, Mark A. Gottlieb, Harry Levant. “Massachusetts makes a losing bet on gambling” Boston Globe August 15, 2022.
- Mark A. Gottlieb and Richard Daynard, “FDA finally moves to ban menthol cigarettes.” Boston Globe April 29, 2021.
- Mark A. Gottlieb, “How The Opioid Settlement Could Truly Help The Addicted” Cognoscenti (WBUR-Boston) July 9, 2019.
- Mark A. Gottlieb, “Fantasy sports gambling is illegal under state law.” Boston Globe October 30, 2015.