



**Fred Muench, PhD**  
**President and CEO**  
**Partnership for Drug-Free Kids**

Fred Muench is the President and CEO of the Partnership for Drug-Free Kids, a national nonprofit that supports families struggling with their son or daughter's substance use. He is a clinical psychologist with extensive knowledge and understanding of substance use disorders, as well as a leader in leveraging digital platforms to help ensure that families who are dealing with substance use disorders have better outcomes.

Previously, Fred served as the primary clinical and operational development lead on the Partnership's toll-free Helpline (855-DRUGFREE) and most recently was the lead on developing Northwell Health's beta Digital Alcohol Reduction Coaching Platform. He is the Principal Investigator on research studies using technology to combat addiction and impulsivity, through current and previous grants from National Institute on Drug Abuse (NIDA), National Institute on Alcohol Abuse and Alcoholism (NIAAA), and Robert Wood Johnson Foundation (RWJF).

Fred also cultivated one of the first empirically supported mobile programs to help reduce heavy drinking in the general population and also founded and managed Mobile Health Interventions, one of the first behavioral health text-messaging companies on the market. Fred is also the author of the humor book, "The Official Guide to Dysfunctional Parenting."

Fred holds a PhD in Clinical Psychology Fordham University and is the father of two pre-teen boys. He and his family reside in New York.