**Bethany Merillat, MS, MEd,** is a behavioral scientist specializing in health judgment and decision making and the application of behavioral science to education and well-being. Her work focuses on how people make choices about their life and health, how environments shape those decisions, and how evidence-based designs and interventions can create conditions where individuals and communities flourish. With a background in behavioral science and education, she brings expertise in research design, survey methodology, and translating complex psychological insights into practical tools, programs, and recommendations. She also draws on experience working in the consumer packaged goods (CPG) sector with companies such as The Coca-Cola Company, McDonald's, and Hershey, where she gained deep insight into consumer behavior, decision environments, and large-scale behavior change. She is particularly passionate about helping individuals and organizations use behavioral insights to improve health behaviors, strengthen decision environments, and create meaningful, sustainable change.