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Food Marketing Conference and Yearbook

Marketing

2017

Food Marketing Conference, 2017 - Food and CPG Marketing Board

Haworth College of Business

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The Food & CPG Marketing Industry Advisory Board

Since its inception over 58 years ago, the WMU Food & CPG Marketing Program has depended on and received strong support from members of the Food & CPG industries. One group of individuals that provides special support for the program are the members of our Food & CPG Marketing Industry Advisory Board. The Board members attend regular meetings to provide advice and assistance with curriculum development, student recruiting, industry tours, guest speakers, industry and alumni relations, scholarships, student internships, and job placement. They also play a major role in the organization of the Food Marketing Conference. The students and faculty of the WMU Food & CPG Marketing Program wish to express their deep appreciation to our Industry Advisory Board members for all their help and for their selfless dedication to Western Michigan University.



"The Western Michigan University Food marketing Program is one of the premier programs dedicated to educating and preparing the next generation of leadership in the industry. The rate of change in our industry continues at an unprecedented pace and requires new types of future leaders. The WMU Food Marketing program is producing new leaders who will be prepared to move the industry forward."

Dave Jones
The Kellogg Company



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"It has been a great pleasure to give back to the program that prepared me for a career in the CPG Industry. It is an industry that continues to change rapidly, and the curriculum has been able to adjust for that change. Interacting with so many well qualified students as they prepare to enter their career path reminds me that our industry rests in good hands."

*Bennett Mark
Nestle Waters*



*Dave Jones
Immediate Past Chair
Vice President, Industry Initiatives
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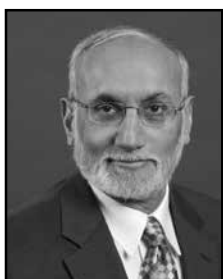


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FOOD/CPG MARKETING PROGRAM