



Western Michigan University
ScholarWorks at WMU

Food Marketing Conference and Yearbook

Marketing

2018

Food Marketing Conference, 2018 - Food and CPG Marketing Board

Haworth College of Business

Follow this and additional works at: https://scholarworks.wmich.edu/foodmarketing_conference



Part of the Business Commons

WMU ScholarWorks Citation

Haworth College of Business, "Food Marketing Conference, 2018 - Food and CPG Marketing Board" (2018). *Food Marketing Conference and Yearbook*. 20.

https://scholarworks.wmich.edu/foodmarketing_conference/20

This Yearbook is brought to you for free and open access by the Marketing at ScholarWorks at WMU. It has been accepted for inclusion in Food Marketing Conference and Yearbook by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.





The Food & CPG Marketing Industry Advisory Board

Since its inception over 59 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, trade 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.



Fall 2017 Western Michigan University
Food Marketing Program Advisory Board

WMU Food & CPG Marketing Program Industry Advisory Board Executive Committee



Tom Zatina
Advisory Board Chair
President
McLane Food Service



Craig Jacobi
Advisory Board Vice Chair
Vice President, Category
Management
Constellations Brands



Art Sebastian
Industry & Alumni Relations Chair
Digital Shopping & eCommerce
Meijer, Inc.



Joy Nicholas
Industry & Alumni Relations
Vice Chair
Principal
JN Retail Connections



John Phillips
Food Marketing Conference Chair
Senior Vice President
Customer Supply Chain & Logistics
PepsiCo



Ben Driss
Food Marketing Conference
Vice Chair
Director, Category Development
The J.M. Smucker Company



Jody Hartson
Education Chair
Program Sales Director
Sysco Foodservice



Stephanie Postma
Education Vice Chair
National Category Sales Manager
Hormel Foods



"Western Michigan is a holistic program that excels in multiple areas including Student Development, Industry Relations, Exceptional Faculty, Creative and Broad Thinking and Consistent Positive Results. The Food Marketing program not only provided me with an education it provided me with the skills needed to succeed in my career. I feel it is my responsibility to give back to the program in a small way by being a member of the board."

Trent Weller
VP Consumables
Sams Club



Dave Jones
Immediate Past Chair
Vice President, Industry Initiatives
The Kellogg Company

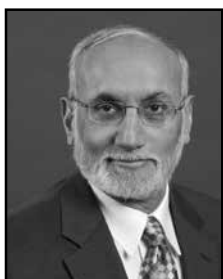


Frank Gambino
Secretary to Advisory Board
Director, Food/CPG Marketing
Western Michigan University

Faculty and Administration Members



Satish Deshpande
Dean
Haworth College of Business



Dr. Mushtaq Luqmani
Chair, Marketing



Dr. Frank Gambino
Program Director



Dr. Duke Leingpibul
Faculty



Bob Samples
Executive in Residence



Dr. Ann Veeck
Faculty



Dr. Marcel Zondag
Faculty



Phil Straniero
Executive in Residence



Lisa Youtzy
Administrative Assistant



Jennifer Palmatier
Employer Relations
Coordinator

WMU Food & CPG Marketing Program Honorary Members



Auday Arabo
Associated Food &
Petroleum Dealers



Doug Cygan
Jewel-Osco Stores



Ed Deeb
Michigan Food & Beverage



Michael Gorshe
Accenture



Monica Hysell
1-800-Flowers



Todd Jones
Altria



Phil Lempert
Supermarket Guru



Michael Sansolo
Sansolo Solutions



Mark Switala
Acosta Sales & Marketing

WMU Food & CPG Marketing Program Industry Advisory Board



*Raha Alavi
Nielsen Company*



*Becky Anson
Martin's Supermarkets*



*Jon Bardsley
Mondelez*



*Chris Bethel
Advantage Solutions*



*Nicole Boelman
Pinnacle Foods*



*Mike Brooks
E&J Gallo Winery*



*Tom Burkemper
Walgreen Company*



*Joe Cekola
Imperial Beverages*



*Ken Coleman
Kroger*



*Simon Cutts
Fresh Thyme Farmers Market*



*Doug Cygan
Jewel Osco*



*Lou Czanko
Valassis*



*Mark Dickinson
Emerge*



*Joan Driggs
Progressive Grocer*



*Julie Earhart
Grand Rapids Community College*



*Joni Elmore
Catalina Marketing*



*Amy Feldman
Next Phase Enterprises*



*Mike Gerfen
VML*



*Amy Goodrow
Wells Enterprises (Blue Bunny)*



*Larry Harding
Harding Enterprises*



*John Herzig
Bayer Healthcare*



*Marvin Imus
Imus Solutions*



*Beth Kincaid
Unilever*



*Sandy Kinney
PepsiCo QTG (retired)*



*Laura Lee Larson
LLL Consulting LLC*

WMU Food & CPG Marketing Program Industry Advisory Board



Larry Levin
IRI Global



Renee Luichinger
Abbott Nutrition



Paul Madura
Endeavor Management



Bennett Mark
Nestle Waters



Scott Mathews
Learning Evolution



Phil McGrath
Category Management Assoc.



Scott Miller
Impact Confections



Matt Moberly
Bell's Brewery



Sue Nicholls
Category Mgmt Knowledge Group



Sarah Parrigin
Crossmark



Larry Pierce
SpartanNash



Jason Schautz
Acosta Sales & Marketing



Katie Strohbeck
KeHE



Timothy Suprise
Arcadia Brewing Company



Jim Swoboda
SimplyEight



Geoffrey Welch
The Shelby Press



Trent Weller
Sam's Club

WESTERN MICHIGAN UNIVERSITY



FOOD/CPG MARKETING PROGRAM