



Western Michigan University  
ScholarWorks at WMU

---

Food Marketing Conference and Yearbook

Marketing

---

2016

## Food Marketing Conference, 2016- Food and CPG Marketing Board

Haworth College of Business

Follow this and additional works at: [https://scholarworks.wmich.edu/foodmarketing\\_conference](https://scholarworks.wmich.edu/foodmarketing_conference)



Part of the Marketing Commons

---

### WMU ScholarWorks Citation

Haworth College of Business, "Food Marketing Conference, 2016- Food and CPG Marketing Board" (2016). *Food Marketing Conference and Yearbook*. 3.

[https://scholarworks.wmich.edu/foodmarketing\\_conference/3](https://scholarworks.wmich.edu/foodmarketing_conference/3)

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](mailto:wmu-scholarworks@wmich.edu).





# The Food & CPG Marketing Industry Advisory Board

Since its inception over 57 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.



*"The Western Michigan University Food/CPG 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  
Chair of the WMU Advisory Board  
Vice President, Industry Initiatives  
The Kellogg Company*



# WMU Food & CPG Marketing Program Industry Advisory Board Executive Committee



*Dave Jones  
Advisory Board Chair  
Vice President, Industry Initiatives  
The Kellogg Company*



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



*Monica Hysell  
Education Chair  
Retired Vice President  
Abbott Nutrition*



*John Rose  
Industry & Alumni Relations Chair  
Senior Vice President Operations  
Acosta Sales & Marketing*



*Tom Zatina  
Advisory Board Vice Chair  
President  
McLane Food Service*



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



*Jody Hartson  
Education Vice Chair  
Key Account Development  
Coca-Cola Refreshments*



*Craig Jacobi  
Industry & Alumni Relations Vice Chair  
Vice President, Category Management  
Constellations Brands*



*Phil McGrath  
Immediate Past Chair  
Category Management Association*



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



*"The WMU Food Advisory Board is a special opportunity to work together with other current industry leaders towards the betterment of an exceptional educational program, and development of future leaders that are part of that program.*

*We find the students to be motivated, well prepared and keenly interested in our industry. This makes them exceptional candidates for hire. The Food Marketing Conference itself offers timely messages that are relevant and thought provoking. This is a program that really delivers and helps build the talent to drive future success."*

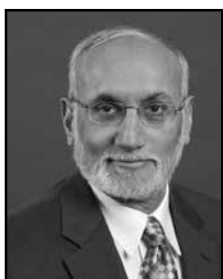
*Tom Zatina  
Vice Chair of WMU Industry Advisory Board  
President, McLane Foodservice*



# Faculty and Administration Members



*Dr. Kay Palan  
Dean, HCOB*



*Dr. Mushtaq Luqmani  
Chair, Marketing*



*Dr. Frank Gambino  
Program Director*



*Phil Straniero  
Executive in Residence*



*Dr. Duke Leingpibul  
Faculty*



*Dr. Ann Veeck  
Faculty*



*Dr. Marcel Zondag  
Faculty*



*Bob Samples  
Faculty*



*Lisa Youtzy  
Administrative Assistant*



*Jennifer Palmatier  
Employer Relations  
Coordinator*

## WMU Food & CPG Marketing Program Honorary Members



*Doug Cygan  
Jewel-Osco Stores*



*Michael Gorshe  
Accenture*



*Ed Deeb  
Michigan Food & Beverage*



*Phil Lempert  
Supermarket Guru*



*Michael Sansolo  
Sansolo Solutions*



*Mark Switala  
Acosta Sales & Marketing*



*Imagine a place where you can interact with key Industry Executives from both the Supplier and Retailer side; a place where you can find students who have already proven their worth in our Industry and can hit the deck running when you hire them; and a setting where YOU can learn from your peers – well that place for me has been the WMU Board!*  
**Steve Sholtes**  
*Sales & Capability Development  
Advantage International*

**WESTERN MICHIGAN UNIVERSITY**



**FOOD/CPG MARKETING PROGRAM**

# WMU Food & CPG Marketing Program Industry Advisory Board



Becky Anson  
Martin's Supermarkets



Auday Arabo  
Associated Foods & Petroleum Dealers



Bill Baldwin



Jon Bardsley  
Mondelez



Chris Bethel  
Advantage Solutions



Karen Bird  
Kroger



Eric Blackburn  
NeoGrid



Nicole Boelman  
Pinnacle



Mike Brooks  
E&J Gallo Winery



Joe Cekola  
Imperial Beverages



Mark Dickinson  
Emerge



James Dodge  
Nielsen Company



Clay Dodson  
Information Resources, Inc.



Joan Driggs  
Progressive Grocer



Julie Earhart



Joni Elmore  
Catalina Marketing



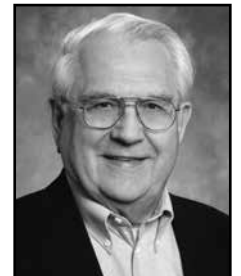
Amy Feldman  
Enjoy Life Foods



Mike Gerfen  
VML



Brian Haaraoja  
SpartanNash



Larry Harding  
Harding Enterprises



John Herzig  
Bayer Healthcare



Marvin Imus  
Imus Solutions



D. Todd Jones  
Altria



Beth Kincaid  
Unilever



Sandy Kinney  
PepsiCo QTG (retired)

# WMU Food & CPG Marketing Program Industry Advisory Board



Paul Madura  
Endeavor Management



Greg Manuszak  
Gordon Food Service



Bennet Mark  
Nestle Waters



Scott Mathews  
Learning Evolution



Cindy McPherson  
Abbott Nutrition



Peter McSorely  
Procter & Gamble



Scott Miller



Matt Moberly  
Bell's Brewery



Aileen Munster  
National Grocers Association



Joy Nicholas  
JN Retail Connections



Sarah Parrigin  
Crossmark



Stephanie Postma  
Hormel Foods



Michael Ross  
Meijer



Art Sebastian  
Meijer



John Summers  
Daymon Worldwide



Jim Swoboda  
SimplyEight



Terry Valerio  
Chamberlain Marketing Group



*"Our ability to serve the increasingly complex needs of consumers depends on successfully preparing our future industry leaders. I'm privileged to be associated with Western Michigan University's Food/CPG Marketing Program, which is among few programs dedicated to serving the one industry that affects everyone. I'm especially honored to be part of WMU's Food/CPG Industry Advisory Board, working with professionals representing diverse disciplines across the Food/CPG industry and academia to create the most relevant, educational and inspiring support possible."*

Joan Driggs  
Editorial Director  
Progressive Grocer