Food Marketing Conference, 2016- Food and CPG Marketing Board

Haworth College of Business

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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

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

Dr. Frank Gambino  
Program Director

Phil Lempert  
Supermarket Guru

Dr. Ann Veeck  
Faculty

Dr. Marcel Zondag  
Faculty

Bob Samples  
Faculty

Lisa Youtzy  
Administrative Assistant

Jennifer Palmatier  
Employer Relations Coordinator

Imaginable 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

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 Switola  
Acosta Sales & Marketing

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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 Haaraja
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)
“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