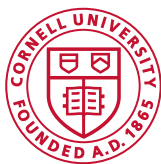




13TH ANNUAL
MARKETING EXECUTIVE COACHING PROGRAM
NOVEMBER 7-8, 2019 • ITHACA, NY



Program Host: F. Warren Ellish • Visiting Senior Lecturer of Marketing
President & CEO, Ellish Marketing Group • warren.ellish@ellishmarketing.com



Johnson
Cornell
SC Johnson College of Business

Marketing Executive Participant Bios

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Cornell

SC Johnson College of Business

Kevin F. Hallock
Dean, Cornell SC Johnson College of Business; Professor of Strategy and Business Economics, Samuel Curtis Johnson Graduate School of Management; Joseph R. Rich '80 Professor of Economics and Human Resource Studies, ILR School

Mark W. Nelson
Anne and Elmer Lindseth Dean and Professor of Accounting, Samuel Curtis Johnson Graduate School of Management

Dr. Lynn Perry Wooten
David J. Nolan Dean and Professor of Management and Organizations, Charles H. Dyson School of Applied Economics and Management

Kate Walsh
Dean, E. M. Statler Professor, Professor of Management, School of Hotel Administration

MARKETING & COMMUNICATION FACULTY		
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Thomas B. Hambury	Jura Liaukonyte	Michael Johnson
Vrinda Kadiyali	Sherif Nasser	Robert Kwortnik, Jr.
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Soo Kim		Michael Lynn
Clarence Lee		Amy Newman
Barbara E. Mink		Peggy Odom-Reed
Angela Noble-Grange		Andrew Quagliata
Young-Hoon Park		Adam Walden
Vithala R. Rao		Maria Wolfe
J. Edward Russo		
Craig R. Snow		
Douglas M. Stayman		
Manoj Thomas		
Kaitlin Woolley		
Stijn M.J. van Osselaer		



Marsha Anderson

Marsha is a marketing leader with a passion for technology. She has a wide array of experience marketing products and services in consumer-packaged goods and software industries with both business-to-business and business-to-consumer go to market models.

Marsha was most recently at SAP and served as the Head of Product Marketing for SAP Business ByDesign, a cloud ERP SAAS solution, for mid-size companies. Marsha revitalized Business ByDesign by achieving 135% of plan and increasing customers by 23%. Marsha also served in two other roles/teams at SAP: managing strategic marketing initiatives for SAP’s former CMO, Maggie Chan Jones and leading B2B & B2C marketing strategy and execution for an internal SAP startup, BILT. Marsha helped BILT Corp secure its seed round of venture capital funding and as a result, it is private startup today.

Prior to SAP, Marsha spent 10 years as a classic brand manager with experience from several consumer products companies: Nestle, Colgate, BP and Johnson & Johnson. Marsha earned her MBA from Cornell University’s Johnson School. Before business school, Marsha spent six years at Accenture doing IT consulting in the Telecommunications Industry. Marsha resides in New York City. In her free time, Marsha enjoys the outdoors, travel, good food and community service. She is also passionate about health and fitness as a marathon runner, and triathlete.

Education & Qualifications
Cornell University, Johnson School of Business — Masters of Business Administration (MBA)
University of Virginia, McIntire School of Commerce — Bachelor of Science



Paul Anderson

Sr. Director, Product Management and Marketing

Paul Anderson is marketing professional with 10+ years of experience across B2B and B2C brands. Currently, Paul is the Sr. Director of Product Management and Marketing at Masonite International, a global leader in doors in the building materials industry. For the past 4 years, he has led the North American exterior door business, helping homeowners amp up their curb appeal by developing actionable business strategies, insight driven product road maps and marketing program execution. An intense and focused leader, Paul is constantly looking for ways to challenge organization's traditional thinking, improve businesses and grow the skillset of his team.

Prior to joining Masonite, he began his career at 3M by entering their Leadership Development program out of business school. He worked at 3M for 6+ years in roles including corporate strategy and internal consulting, consumer packaged goods and B2B global business management. Paul developed a dynamic, broad marketing and leadership base through experience working with some of the world's top leaders, global exposure working in 15 countries across many industries including consumer, medical, oil and gas, transportation, safety and the automotive aftermarket. Prior to business school, Paul worked in the property division of Travelers Insurance.

Paul holds an MBA from the S.C. Johnson Graduate School of Management at Cornell University (Class of 2009) and a BS in Business Administration from Winona State University. While he has many interests including sports, craft beer and travel, most of his free time is spent with his wife Lindsay chasing their very funny and energetic children, Claire and Carson.



Ron Askew

Ron Askew has over 30 years of success in various management positions. He has been a Chairman, CEO, CMO, board member and entrepreneur. He has managed a variety of consumer product, retail and service businesses, both from the client and agency sides. He is skilled at building market share and producing profitable operations. Ron has a strong background in start-up ventures, new business development, strategic turnaround situations and leaving an enduring enterprise for the future. His work has been recognized as Best-in-Class by *The Wall Street Journal*, *Ad Age*, *Promo Magazine*, *The Hub Magazine* and *Sporting News*.

Ron is currently Founder and President of SQ Partners, a business and non-profit advisory group specializing in helping agencies gain and retain clients, work with emerging companies and position themselves for acquisition. In addition, Ron provides counsel and capital to selected equity funds and their investment companies.

In the role of Chairman at TracyLocke, he engineered the expansion of Omnicom's TracyLocke brand to have a global footprint. International clients included PepsiCo and Hewlett-Packard. Markets included London, Paris, Dubai, and Mumbai, with further expansion preparation ready in Asia and Latin America. Notably, in 2011, *Promo Magazine* named TracyLocke "Agency of the Year."

As Chief Marketing Officer for Coors Brewing Company, he reported to CEO Leo Kiely for over three years. Ron was responsible for marketing, new product development and brand portfolio strategies for all brands with a \$300MM+ marketing budget. While at Coors, he transformed the business by reinvigorating the communications that drove renewed excitement for the brands among consumers, distributors and employees. His core strategic platforms are still being followed today. Some of his breakthrough innovations included seizing the NFL sponsorship, initiating development of cold-activated blue labels and rolling out Blue Moon beer. Coors was the only major brewer to grow total market share in 2004, even during a time with a declining category and exceptional competitive activity.

Prior to Coors, Ron served as the Founder and CEO of The Integer Group, where in just eight years the agency grew to over \$680MM in billings, with 15 offices and more than 750 employees. Integer attracted an impressive client roster, including Coors, Coca-Cola, P&G, Visa, Kay Jewelers, AT&T, Nokia, Maytag, McDonald's and 7-Eleven. He made five agency acquisitions and then orchestrated the selling of Integer to the Omnicom Group.

Before starting Integer, he held senior leadership roles at TracyLocke, leaving as Director of Account Management and Research. He oversaw \$400MM in billing across 27 clients, including Pepsi Cola, Frito-Lay, TABASCO, Phillips 66, Embassy Suites and Budget Rent-a-Car. He grew existing client revenues and also led the new business team, winning six straight pitches generating over \$100MM in billings.

Ron started his career at Frito-Lay, where in nine years he progressed from Assistant Product Manager to Marketing Vice President. He was at the time the youngest person to achieve Vice President at PepsiCo. While at Frito-Lay he started up three \$80MM businesses and successfully introduced 18 new products and ventures, including flavored Ruffles, Cool Ranch Doritos, Grandma's Cookies, SUNCHIPS, Grab Bags and the reinvention of dips beyond bean dip.

He holds a Bachelor of Arts in Advertising with a minor in Marketing from Texas Tech University. He received a Master of Science in Advertising Management from Northwestern University.

Ron, his wife and three children spend time in Colorado and Texas. He is an avid outdoor enthusiast who especially enjoys skiing, fly-fishing and general wilderness exploring. He has served on the boards of the Metropolitan State College of Denver, Texas Tech University College of Mass Communications, Children's Medical Center in Dallas, The Evans Ranch Preservation Association and the Colorado Historical Society.



Adam Beane

Adam Beane is an energetic and creative marketer with classical training in CPG. He believes in delivering results via flawless planning and execution, always looking for the next big idea, and taking smart risks to differentiate his brands in consumers' eyes. Adam's brand roles have covered the home cleaning, food storage, snacking, and shelf-stable meals categories, with experiences in every media channel, sales channel, and stage of innovation.

As Senior Brand Manager — Meals & Sides at Conagra Brands, Adam leads a \$1B+ portfolio of top brands, including Chef Boyardee, Armour Meats, and Wolf Chili. Despite long-established rumors that the center-store grocery aisles are dead, Adam is embracing the challenge of returning his brands to prominence in the eyes of the Consumers and Customers as he tackles the challenges of turning around declining categories via smart innovation, tactical merchandising, and extreme business intimacy.

Before his current role, Adam was Senior Brand Manager — Protein Snacks, where he drove growth for Slim Jim Meat Sticks and DAVID Sunflower Seeds, plus a handful of smaller regional brands. Due to the unique Consumer targets of these brands, Adam's media and communications skills have expanded well beyond the traditional methods to include partners such as UFC, Netflix, and the Chicago Cubs. His experience developing strategies for the Convenience retail channel gives Adam a unique perspective relative to his peers.

Prior to joining Conagra Brands, Adam spent six years with SC Johnson, where he held roles of increasing responsibility in Brand Management. Notably, Adam led the billion-dollar Ziploc brand's digital and social media strategies, earning multiple awards and shortlists for the brand's YouTube content. Adam also led Ziploc to become one of the first brands to serve paid advertisements on Pinterest, where the content commanded the highest re-pin and click-through rates in CPG. Adam's early roles at SC Johnson included leading the innovation strategy for Pledge Furniture Care and the end-to-end development of the Glade Air Freshener seasonal programs.

Adam is a proud Johnson School Alumnus ('10) and earned his BA with a double-major in Economics & Engineering from Vanderbilt University. He grew up in Cincinnati and continues to be a Bengals fan despite decades of futility. Today, he lives in Chicago with his wife and daughter. He is well on his way to accomplishing the "50 by 50," with only seven States remaining and a little more than a decade to go.



Neil Beckerman

NCB CONSULTING, LLC

Neil Beckerman is President of NCB Consulting. Neil has consulted with consumer goods firms, been aligned with Centre Partners, a mid-market Private Equity Firm as an Operating Partner and he's served as a Director of Uno Restaurant Holdings Corporation, Quickie Manufacturing Corporation, Distant Lands Trading Co., Dale and Thomas Popcorn Company and Wholesome Sweeteners. Neil was an industry consultant to the Unsecured Creditors Committee in the Interstate Bakeries Bankruptcy case and as a consultant for the Department of Justice in a major CPG merger. Prior to forming NCB Consulting, Mr. Beckerman has successfully led and grown major consumer products businesses for 25 years. Neil was personally responsible for creating over 30 new products on grocery shelves today.

Most recently, Mr. Beckerman was President and CEO of Unilever Foods North America. After Unilever's acquisition of Bestfoods, he successfully integrated the \$5 billion Unilever and Bestfoods North American businesses and was a member of Unilever's Worldwide Food Executive Committee. Profit margin improved from under 15% in 1999 to 18% in 2002 under Mr. Beckerman's leadership and synergies exceeded the acquisition targets.

Prior to the Unilever acquisition, Neil was President of Bestfoods U.S. Grocery Division. He was credited with turning around a declining U.S. Grocery business, significantly increasing sales and profits.

Earlier in his career, Mr. Beckerman was Executive Vice President, Group General Manager of Bestfoods Baking Companies where he integrated Bestfoods acquisition of Kraft's Baking Companies. During this four year period, revenue growth exceeded 5% per year and Income from Operations grew 25% per year.

Prior to Bestfoods Baking, Mr. Beckerman was Executive Vice President of Kraft (General Foods) Baking Companies and President of Oroweat Foods.

Neil began his career with Frito-Lay and held increasingly responsible positions in their Marketing and Operations functions for nine years.

Neil received his Undergraduate degree from the University of Pennsylvania and his MBA from The Wharton School.



Rod Bell

Rod Bell is founder and partner of Mountain View Insights, an insights-based marketing consulting firms focused against helping companies develop and implement strategies for immediate growth.

Rod has over 35 years’ experience in developing and implementing business-building insights at the local, regional, national and global levels. He has led insights departments at Frito-Lay, Pepsi-Cola North America, and Coors Brewing.

His experiences range from devising insight-based growth plans at the block group level to developing large-scale new product development and tracking systems, and just about everything in between.

Rod also has significant supplier experience, with stints at IRI and Lieberman Research Worldwide—where he forged close relationships with dozens of clients across the CPG space, as well as B2B, retail, restaurants, high-end appliances, and agricultural equipment, just to name a few.

Rod has an MBA from the Kellogg School at Northwestern and a BS in Marketing and Quantitative Methods from the University of Tulsa. He and his wife, Susan, live in western Vermont, where they relocated from Chicago in mid-2015 — clearly, not to escape from cold winters.



Will Brassel

Will brings extensive knowledge and experience with over 14 years of sales, marketing, and people leadership experience. As Senior Director — ACUVUE® Experience at Johnson & Johnson, Will is currently responsible for creating an integrated customer experience, inclusive of strategy, content and digital products, that build brand love with consumers and eye care professionals globally. In his 8 years at Johnson & Johnson, Will has worked across the Consumer and Medical Device sectors in roles ranging from global to local, upstream to downstream marketing, product management to customer experience, traditional to digital marketing, and consumer to professional marketing.

Prior to Johnson & Johnson, Will spent 6 years working for the E&J Gallo Winery based out of Modesto, California. While with E&J Gallo, Will participated in their management development program holding roles in both sales and trade marketing.

Will earned both his MBA and BS from Cornell University. He and his wife Jill currently reside in Ponte Vedra Beach, Florida.



Ty Bretthorst

Ty Bretthorst has been working with Colgate-Palmolive for over 14 years across a range of roles, categories and geographies. In his current role he leads the North American innovation efforts for their oral care business under the Colgate brand. He and his team set the strategies, identify the opportunities and drive the full development and go-to-market planning for all new items. This extremely cross functional role requires partnering with R&D, regulatory, legal, packaging, consumer insights, finance, customer development, and marketing communications to launch multiple national launches each year.

In previous roles at Colgate, Ty has managed the innovation efforts for the North American personal care brands including Softsoap and Irish Spring. Prior to that role, he gained extensive international experience when he led the marketing efforts for Colgate toothpaste in the Asia Pacific Division based in Bangkok and subsequently Hong Kong. In this three-year overseas assignment he managed and rolled new launches, TV campaigns and repositioning strategies across the 15 countries in the region. Other assignments at Colgate-Palmolive have included innovation at Tom's of Maine, customer development trade marketing, and various marketing roles.

Ty earned his MBA from Cornell University's Johnson School and had previously worked as a consultant for Accenture. Ty lives in New York City and manages to stay active with a variety of sporting activities including the Colgate kickball team, running at least one half marathon for each of the past 13 years and enjoying camping, fishing, snowboarding and the outdoors in his native Colorado.



Peter Bright

Peter is Senior Director, Oral Care Marketing at Stamford, CT-based Philips Personal Health. In this role Peter leads marketing activities focused around building Philips' oral care businesses, including Sonicare and Zoom! Whitening, among consumers and dental professionals.

Prior to Philips, Peter spent 16 years growing and leading consumer brands with a focus on oral and personal care as well as wellness and natural product businesses. Mr. Bright was most recently Vice President of Marketing at Corr Jensen, a fast-growing health and lifestyle products provider in the nutritional supplements industry. Before this Mr. Bright led Marketing as part of the management team at heritage naturals company Tom's of Maine. Peter began his career at Colgate-Palmolive where he guided the company's flagship toothpaste and dish liquid businesses, as well as various other brands.

Peter holds a MBA in Marketing and Strategy from Cornell University and BA in Economics from Northwestern. He, his wife (also a Johnson School alum), his 2 children, and their dog live in Briarcliff Manor, NY.



Kathleen Carroll

She grows brands!

Kathleen is a brand positioning expert. She has an unbeaten reputation of building brands by double-digits (or higher) behind her positioning and brand innovation work since she started her career in Brand Management at Procter & Gamble in the food industry. Duncan Hines and Puritan cooking oil were her brands. She continued growing brands for P&G internationally in the health and beauty care categories in Europe in youth and general skin care. In 2000, Kathleen formed The Branding Clinic. LLC, a woman-owned enterprise at the request of American Express to conduct brand positioning and product innovation projects. Since then, TBC has conducted hundreds of brand positioning and innovation projects across primarily the food, beauty and health care categories. TBC's brand positioning work has earned a reputation for achieving top concept scores in every BASES test and other concept testing methodologies.

Kathleen received top-notch marketing and consulting training from Procter & Gamble and Marketing Corporation of America (MCA). She is known for her passion in unearthing consumer insights and translating them into business growth ideas. Puritan Canola Oil (now Crisco), Heinz Fat-free Gravy, U-Promise, Benjamin Moore Aura Paint and Simple Skin Care are some of her most recognized in market successes.

While a consultant with MCA she served international and domestic clients including: several divisions of Citibank (Investment Products Division, Private Banking, CitiGold — a comprehensive personal finance offering to high-net worth individuals and small businesses, and Credit Cards), Nationsbank, Holiday Inn, IBM, AT&T, and Marriott.

She was the CMO for CNBC.com and a successful Internet grocer sold to Peapod, so she understands what Senior Management needs and what will work in the marketplace. Her ideas are simple, consumer-centric and on strategy.

In 2000, she formed The Branding Clinic, a woman owned enterprise. TBC is a boutique brand positioning and innovation consulting firm focused on growing brands by double-digits. While a consultant, Kathleen did not like the way client projects were staffed based on a “who is available” mentality versus “who offers the best talent” for the client's business issue. She found this traditional agency staffing model stifling particularly given its fixed overhead. So, she disrupted the traditional agency model in forming The Branding Clinic by creating her Alliance Partnership model which allows her to create the best consulting team of the smartest professionals in the business for each and every client. There are over 70 TBC alliance partners who give TBC's clients access to talent they couldn't find elsewhere. Often other positioning & research experts and industry & academic leaders choose to work with The Branding Clinic. It's a collaborative environment with the aim to create the best work.

TBC clients include such leading firms and well-known household brands as: Abbott Laboratories, Alberto-Culver, American Express, Avon, Bath & Body Works, Benjamin Moore, Breyers, Campbell's, Depakote, Domino Sugar, Estée Lauder, Finlandia Cheese, Fresh, The Gap, GlaxoSmithKline, iSTAT, Johnson & Johnson, LVMH, Procter & Gamble, Samsung, Simple Skincare, Sanofi, Stryker, Tylenol, Tyson, Unilever, Valio and Wyndham Worldwide.

Ms. Carroll is also often hired as a brand positioning, innovation, and consumer insights expert by leading consulting, branding and advertising agencies worldwide. Recent partnering includes Interbrand, Faith Popcorn's BrainReserve, Fletcher-Knight, Fusion 5, Grey Advertising, and Vivaldi Partners. She is a trained and experienced moderator and facilitator for brainstorming, ideation and strategic planning sessions with executives.

She earned her BS and MBA from Cornell University in its exclusive five-year program. Her undergrad major was in Cornell's prestigious food marketing and retailing program.

She is married to a professionally-trained chef currently a sales director and they have 2 sons, one at Cornell. Her 3rd son is a black and tan King Charles Cavalier puppy. Kathleen loves gourmet food, art, travel, tennis and anything French. She was born in Nice, France and returns whenever she can!



Ed Catto

Ed Catto, a self-described Marketing/Start-Up/Pop-Culture guy, recently launched Agendae, a firm to help mid-size and small companies develop actionable strategies, smarter plans and “marketing with muscle”. He also joined the faculty of the business school at Ithaca College, and is helping launch the new entrepreneurship minor.

An accomplished artist, Ed was recently named one of CNY's Emerging Artists and received the Pulp Factory's Award for Best Interior Artist for his work on Airship 27's book, The Adventures of Captain Graves. Ed continues to develop illustrations for a variety of publishers.

As a branding and advertising executive, Ed's career has evolved to include a focus on marketing and entrepreneurial efforts in many ways:

- Ed has shepherded the reawakening of the iconic 60s toy, Captain Action, in collectibles, books, comics and even a national toy line. An animated television series is currently being shopped for development by Ed and Atomic Toybox.
- A convention enthusiast, Ed helped develop Reed Pop's New York Comic-Con (now the nation's largest con). For 2020, Ed is part of the management team planning ITHACON 45, the nation's second longest running comic con.
- Ed speaks nationally as a panelist and moderator at conventions, leading conversations on entertainment marketing and comics history. Ed has also appeared on CNBC's Squawkbox, BNN Business News Network, and in a PBS documentary. He regularly speaks on the subject of trade show effectiveness.
- Recently, Ed has become a movie host. Every other Tuesday, Screams & Screens presents classic B-movies on the big screen at Auburn Public Theater and Ed provides insights and commentary.
- A founding partner of Bonfire Agency, Ed helped establish the world's first marketing firm focused on connecting brands, in authentic ways, to passionate and enthusiastic fans of comics, graphic novels, games and movies.
- His early training came from classic CPG branding companies (Unilever, Nabisco) on iconic brands (OREO, Snuggle, Planters) and at leading agencies (Ogilvy, EastWest, Cabot).

Ed was graduated by Cornell University with a BA in Economics and is active in alumni affairs. He earned his MBA from the Kenan Flagler School at the University of North Carolina and has served as chair of the school's New York City chapter.

Ed and his wife Kathe recently returned to New York's State's Finger Lakes Region, enjoying the area's local comic book shops and wineries. Between consulting, teaching and drawing, Ed continues to whittle down the teetering tower of books on his nightstand.



Maggie Chan Jones

FOUNDER AND CEO, TENSHEY, INC.

Maggie is the Founder and CEO of Tenshey, Inc., a tech-enabled executive coaching company that helps more women advance into leadership roles and the boardroom. She is also a seasoned C-level executive, board director, CMO advisor and angel investor, who specializes in marketing, business transformation and technology.

Previously, Maggie was the first woman to become chief marketing officer (CMO) at SAP, the world's largest enterprise application software provider. In this role, she was responsible for global advertising and brand experience, sponsorships, audience marketing, strategic events, and field and partner marketing functions across 180+ countries. During her tenure, Maggie led the brand transformation of SAP to becoming the world's 21st most valuable brand, delivered double-digit growth in marketing contribution to business, and advanced talent skills development for the digital economy. She was an executive sponsor for diversity and inclusion, and a member of the SAP Innovation Roundtable.

Prior to joining SAP, Maggie served as the inaugural CMO of the North America region at Level 3 Communications. Before that, she spent over seven years at Microsoft, where she was the marketing director of U.S. Cloud Services and Office 365. Previously, Maggie held leadership and marketing positions at Sun Microsystems and ADIC.

Maggie is frequently recognized as an industry thought-leader in the cutting-edge technology and marketing space with a deep commitment to strengthening leadership teams, and creating a more inclusive, gender equal corporate landscape. She was a recipient of the Women of the Decade in Marketing, Branding and Communication award by *Women Economic Forum* in 2018; was named one of the top 20 World's Most Influential CMOs by *Forbes* in 2017; was acknowledged for creativity and storytelling by the *CMO Club Awards*; and was named a Top Ten Most Interesting B2B Executives, and Woman of the Year, among other accolades.

Maggie received her undergraduate degree in business management from Binghamton University and holds a Master of Business Administration (MBA) degree from Cornell University where she serves on the Board of Directors for the Johnson NYC Club. In 2019, Maggie was appointed to the Board of Directors at cybersecurity software company Avast (LSE: Avst). Maggie resides in New York City with her husband and their four-legged kid, a miniature poodle named Charlie.



Hiten Chawla

Vice President, Global Marketing
Intensive Insulin Management (IIM)
Medtronic Diabetes

Hiten Chawla has been with Medtronic for the last 13 years and is currently the Vice President of Global Marketing, Business Strategy, and Portfolio Management for the Advanced Insulin Management (AIM) business unit at Medtronic Diabetes. His responsibilities include providing leadership and strategic direction globally for the ~\$2.5 Billion business by developing strategic, cross-functional and long-range B2B/B2C marketing plans related to product marketing, market development, portfolio planning, external partnerships, and product & program launches for all AIM therapies — which include insulin pumps, glucose sensors, consumables, standalone CGM and connected care systems. Hiten also serves on the board of the SoCal chapter of the American Diabetes Association.

Prior to his current role, Hiten served as Sr. Marketing Director for the Non-Invasive Diabetes Therapies (NDT) business unit, where he was responsible for building and leading the marketing function for a new business team at Medtronic that focused on developing and commercializing solutions for the Type 2 Diabetes customer.

Hiten joined Medtronic in 2006 and has held several positions of progressive scope and responsibility within the Cardiac and Vascular Group and in the Diabetes Group (both based out of California). From 2012 – 2014, Hiten also spent time on an international assignment in Mumbai, India, where he was responsible for building and leading the Medtronic Diabetes team while executing strategies for driving business growth for South Asia.

Hiten earned a Bachelor of Commerce degree from Delhi University and his MBA from Cornell's Johnson School. Before business school, Hiten spent 4 years at PwC and ICT doing consulting in the infrastructure engineering industry based out of India and Hong Kong.

Hiten grew up in India and is married to his wife Pooja for 9 years and they have two daughters — Ayrach (5) and Alia (2) and they live in Los Angeles, California. In his spare time Hiten likes spending time with his family, traveling, and listening to music.



Rob Claypoole

Executive Vice President and President, US
Mölnlycke

Rob Claypoole is EVP and President, US for Mölnlycke and serves as an Officer of Mölnlycke Health Care US, LLC and Mölnlycke Manufacturing US, LLC. In this role, Rob is responsible for over \$.5B in revenue and is accelerating Mölnlycke's evolution as a world-leading medical solutions company, providing innovative wound care and surgical solutions across the continuum of care — from prevention to treatment in acute and post-acute settings.

With 16 years in healthcare, Rob has led, transformed, and grown US and global businesses. Prior to joining Mölnlycke in March 2017, Rob served in various leadership roles at Medtronic (formerly Covidien). Most recently, Rob was Global Vice President & General Manager, Obesity & Metabolic Health and led the company's efforts to address one of the most significant healthcare challenges of our time.

Previously, Rob served as Global Vice President & General Manager of the Soft Tissue Repair & Hemostats business where he led a successful global turnaround from years of declining revenue to significant growth. Before that, Rob was the Vice President, Executive Operations, and Vice President, Global Marketing while located in Trevoux, France. Prior to his time in France, Rob was the Vice President, US Marketing for the company's Endomechanical & Intelligent Device business.

Before joining Covidien in 2007, Rob held various marketing roles with increasing responsibility at Johnson & Johnson's Vision Care division. Prior to his career in medical devices, Rob worked in the environmental services industry at Safety-Kleen Inc. with leadership roles in government relations, sales, marketing, and general management.

Rob is currently a member of the board of directors of Sundance Enterprises, Inc. and Rynel, Inc. and the Association of periOperative Registered Nurses (AORN) Foundation Board of Trustees. He previously served on the board of ZetrOZ, Inc.

Rob received his Bachelor's degree and his Master's degree in Business Administration from Cornell University, where he remains active as a periodic guest speaker and serves on the SC Johnson Graduate School of Management's Dean's Leadership Council. Rob resides in Milton, Georgia with his wife and their four children.



Pat Cox

Pat Cox is a leader in driving business success. She was the first woman to hold a Director level position in line management in PepsiCo. She spurred the enormous growth the Doritos brand in the 1980's. And reclaimed the leadership position for F-L potato chip brands.

After her first child was born, Pat rejoined the business world as the founding CMO responsible for marketing, sales and reservations at Embassy Suites Hotels. Under Pat's leadership, the chain grew from 0 to 300 Hotels, and established the all-suite concept as a viable segment of the market. Pat received awards and broad industry recognition for the "Garfield" campaign that she and her agency developed for the brand. When the concept was sold, Pat, Scott and their two children set out for Vermont to start a new chapter.

It didn't take long before Vermont discovered Pat. First, a university employed her to create a comprehensive admissions and retention program. Then Breugger's Bagel Bakeries hired her as CMO for their then fledgling organization. Pat and her team spearheaded a drive from 30 To 360 restaurants, at which point Bruegger's was sold by its founders.

Pat joined Beacon Associates where she was instrumental in bringing the "voice of the manager" to Beacon's thinking on projects, and helping companies and organizations outside mainstream c.p.g. understand how Beacon's capabilities could be applied to creating fundamental change in how they looked at their brands and approached their businesses.

Pat's other distinction is the foundation for success she has given to people who have worked for her. In her 8 years at Frito-Lay, Pat trained the future president of Pepsi/CEO of Sara Lee, the head of Unilever North America, the chairman of Tracy-Locke Advertising, and many other highly successful marketing leaders.

Pat was raised on the Gulf Coast of Texas where she learned a love of nature and the joy of people. She attended college and grad school in the San Francisco Bay area. Pat and Scott have two grown children living in New York and London.

Beyond work, Pat has been a consummate volunteer for youth, and leader in the Master Gardener program.



Erin Daley

Erin Daley is a marketing executive who leverages her passion for innovation and category disruption to drive growth and build leading brands for Fortune 200, mid-market and start-up ventures.

Erin currently consults with and advises consumer ventures. Previously, Erin served as Chief Marketing Officer at Blue Nile, the leading on-line retailer of diamonds and fine jewelry in the US. Prior to Blue Nile, Erin served as Chief Marketing Officer at e.l.f. Cosmetics one of the fastest-growing beauty companies in the US. She led marketing, product innovation, and e-Commerce and served as a member of the senior executive team that delivered 24% net sales CAGR and enterprise value growth (\$121M to \$1.2B) with e.l.f.'s IPO in 2016.

Prior to joining e.l.f., Erin served as Vice President of Marketing and Innovation at Schiff Nutrition. Erin served as a leader of the team that doubled sales in less than two years and achieved a \$1.4B acquisition by Reckitt Benckiser. She began her marketing career at Procter & Gamble where she launched Crest Whitestrips and developed Charmin Ultra Strong.

Erin holds a B.A. in Economics from the University of Michigan and an M.B.A. from Cornell University. Erin, her husband Mike, their son Teddy, and pup Chip live in San Francisco, CA.



Scott Davis

Executive Vice President
Harmelin Media

Scott began his journey with Harmelin Media, one of the largest independent media buying agencies in the U.S., in 1992. At the time Harmelin counted approximately 20 staffers but has since grown to 260 full-time employees. Scott currently oversees several key divisions in the agency. As head of client relations, Scott serves as a top-to-top resource for each client's most senior team members. Scott's role is to ensure that Harmelin's account teams are providing the resources and support to achieve and exceed each client's business objectives. Additionally, Scott is charged with agency growth through oversight of Harmelin's internal marketing activities, including new business development, product development, branding, public relations and the agency website. He has previously run both Harmelin's digital media team and broadcast buying team and oversees the company's technology and finance pillars.

Scott is firmly future-focused and is consistently challenging the Harmelin team to innovate in media and in internal processes. This constant drive for improvement has helped Harmelin's clients consistently achieve their goals, leading to extremely strong client retention rates and consistent agency growth and profitability.

Scott's account work includes retail, healthcare, automotive, business-to-business, and packaged goods. A key point of pride is his personal 27-year journey with Ford, Harmelin's first blue-chip client. Scott has directed the Ford account through 15 Board chairs, six audits and four agency reviews. Scott's leadership and Harmelin's ability to contribute to outsized dealer profits continue to make Ford one of the agency's most loyal clients.

Scott's marketing career began during his five years in Ithaca through his association with WVBR-FM and the Cornell Media Guild. While at Cornell, Scott's responsibilities at WVBR ranged from Assistant General Manager, to Assistant Music Director, to disc jockey. After graduating in 1991, Scott worked as a paid account executive at WVBR before relocating to Philadelphia.

Scott has a Bachelor of Science from Cornell University and an M.B.A. from Villanova University. Scott is married for 25 years to Arlene Rivera Finkelstein (Cornell '92). The couple have three boys and reside in Villanova, Pennsylvania.



Penelope (Penny) Delgadillo Valencia

Penny has served as a cloud evangelist, change agent and thought leader for some of the world's top technology brands. As Head of Global Partnership Marketing at PayPal, Penny drives end-to-end co-development and go-to-market strategies for partnerships across PayPal's ecosystem.

An award-winning marketing executive recognized for delivering game-changing to customer and partner initiatives in the Cross Cloud (SaaS) and connected customer experience markets, today she is on the leading edge of global audience engagement marketing in a cloud model. Throughout her career, Penny often has been on the forefront of technology trends and successfully has built strategic alliances and managed acquisitions for companies ranging from entrepreneurial start-ups to Fortune 10 businesses.

Most recently, Penny served as senior vice president of Global Audience & Strategic Partner Ecosystem Marketing at SAP, where she accelerated revenue growth by transforming and leading the company's global audience customer acquisition — inclusive of industries, services, on-premise and acquired cloud lines of businesses and partnerships.

At Microsoft, she drove adoption of the company's big bet Azure platform and was a leader in its Cross Cloud business, delivering growth strategies and launches for a range of business digital transformation technologies. Early on, Penny managed marketing initiatives for a number of start-ups in emerging technologies, including Affinity Internet (now ValueWeb), an early entry to the web-hosting market, and FrontBridge Technologies, a messaging security services company which was acquired by Microsoft to become Microsoft Exchange Hosted Services.

Penny has presented at the 2017 Grace Hopper Celebration, UCLA's Anderson School of Management's Easton Center on fusing technology, business and marketing and at the Sprinklr Women of Enterprise Social Event on Engaging Your Audience. She also sponsored and participated in the Digital Marketing Summits at Microsoft in Los Angeles. Additional speaking engagements include serving on the LinkedIn community Mixer panel, presenting at the National Hispana Leadership Institute's 2012 Executive Leadership Training Conference and Mujer Awards and the Greater Houston Women's Chamber of Commerce. She recently was named to *Diversity Journal's* "Women Worth Watching." Penny currently sits on the board of trustees for the Peninsula Education Fund.



Angela DiFabio Horstmann

Angela is the head of the Digital Experience & Innovation marketing team for GlaxoSmithKline. She is responsible for advancing digital capabilities and accelerating digital innovation to improve the Patient and Customer experience and drive performance.

Previously, Angela was the US vaccines consumer lead and was responsible for defining and driving all vaccine consumer strategy. She and her team planned and executed all direct-to-consumer (DTC) marketing initiatives for vaccine brands and therapeutic areas including Shingrex, Bexsero, and Boostrix, for which she won two Marketing Excellence awards. In her past roles at GSK, Angela had several achievements for primary care marketing including coordination of large internal and contract field sales forces, multi-channel marketing, and delivery of an integrated DTC communications campaign for which she won the 2016 DTC Marketer of the Year award. Angela also has extensive external marketing experience at Johnson & Johnson having worked on iconic brands such as Tylenol, Splenda, and Zyrtec. The Zyrtec campaign she launched, "Muddle no More," won the prestigious Effie Award in 2014.

Angela also makes an impact on future marketing leaders as a guest lecturer Cornell University and Villanova University. Angela started her career in strategy consulting with Accenture before completing her MBA at Johnson at Cornell University. She and her husband, Ted, live in Garnet Valley, Pennsylvania, and have become unexpected experts in making slime with their three daughters: Audrey (9), Evelyn (6), and Greta (4).



Jim Doucette

EY — Principal, Americas Strategy Practice Leader

Jim Doucette is a Principal in EY’s Advisory Strategy practice based in Stamford, CT. Jim leads the Strategy practice for North and South America. Jim has held a variety of leadership positions and worked in the management consulting and consumer products industries across a career spanning 25+ years, with a particular focus on growth strategies and enterprise transformations.

His expertise includes corporate and growth strategy development, organization design, process design, and in-market implementation. He has led a number of large, complex transformation initiatives and has in-depth knowledge of marketing, innovation and sales strategies. Jim has worked with clients in the airline, consumer packaged goods, distribution, foodservice, government, hospitality, private equity, retail and technology industries.

Prior to EY, Jim was a Partner in McKinsey’s Consumer practice, co-leading the Marketing Strategy service line. Jim has earlier consulting leadership positions at Henry Rak Consulting Partners (acquired by McKinsey), CSC Consulting and Peppers and Rogers Group. Jim began his career at The Procter and Gamble Company in Brand and Finance Management positions on the Tide, NyQuil and Sunny Delight businesses.

Jim has been quoted in The Chicago Tribune and The Stamford Advocate, was a contributor to The One to One B2B (Doubleday, 2001), and has authored numerous articles and webcasts. Jim’s team led an enterprise-wide transformation initiative that was awarded the Gartner Group’s CRM Excellence Award. His client projects have been profiled in Business 2.0, Business Week, The Chicago Tribune, Chief Executive, CIO Magazine, CPGMatters, Darwin Magazine, GMA SmartBrief, Hub Magazine, Inside 1to1, Line 56, McKinsey CMO Forum, McKinsey Perspectives on Retail and Consumer Goods, The Rak Report, Retail Leader and 1to1 Magazine.

Jim holds an MBA from Cornell University and a Bachelor of Science in Management from the State University of New York at Buffalo. He lives with his wife and two children in Old Greenwich, CT.



Karen B. Eadon

Karen Eadon is a seasoned executive with over 40 years of hands-on experience and success with leading retail restaurant chains and consumer packaged goods brands. She has a track record of success in business revitalization, brand building and strategy innovation.

Karen is currently president and chief operating officer for Farmer Boys Food, a 93 unit farm-to-table fast casual restaurant concept with locations in California and Nevada. Karen’s extensive background has focused on the marketing discipline, predominantly in the restaurant space. Earlier in her career, Karen was vice president of marketing for Mimi’s Café, a French-inspired neighborhood bistro casual dining concept; senior vice president/chief marketing officer for El Pollo Loco, the leading quick service restaurant chain featuring flame-grilled Mexican chicken; vice president of U.S. marketing for McDonalds Corp. where she led menu development; senior vice president of marketing for Applebee’s and vice president of retail marketing for ARCO Products Company, where she oversaw ARCO gas stations, ampm convenience stores and SmogPros garage services. She has also held several senior executive positions in both operations and marketing for Taco Bell.

Karen is considered one of the top marketing individuals and brand champions within the limited service segment of the restaurant industry. She was most recently named one of the top 25 executives in the Fast Casual restaurant segment. She began her career in package goods with the Quaker Oats Co. and Frito-Lay.

Karen served on the board of directors for Paypoint Electronic Payment Systems from 1996-1998. She was also selected to participate in Leadership California — an organization dedicated to the development of women leaders in the public and private sectors. Karen currently serves on the operator advisory board for Technomic Inc., a restaurant industry research firm as well as the operator advisory board for AUA Private Equity.

Ms. Eadon received her BA from University of Illinois, Urbana and her MBA from the Kellogg School of Management at Northwestern University.



Phyllis Ehrlich

As Group Vice President at Spectrum Reach (the \$1.8 billion media sales division of Charter Communications), Phyllis created and leads the Spectrum Reach Preferred team, dedicated to providing top media clients with exclusive services, support, and customized data-driven solutions. Prior to the Charter/Time Warner Cable merger, she served as Senior Vice President, Chief Client Solutions Officer for Time Warner Cable Media and helped drive more than \$1 billion in annual revenue.

Prior to joining Time Warner Cable Media, Phyllis was a senior member of the entrepreneurial management team of BrightLine, the first company to pioneer dynamic television advertising solutions for brands. As Senior Vice President of Business Development, she generated new business and added Fortune 500 companies, including Kellogg's and GlaxoSmithKline, to BrightLine's client roster.

Before BrightLine iTV, Phyllis spent 11 years rising through the executive ranks at Turner Broadcasting. As Senior Vice President of Cartoon Network Ad Sales Promotions & Marketing, she forged deep and lasting partnerships with premium brands and contributed to more than 80% of Cartoon Network/Adult Swim's annual revenues of \$500 million. Through these partnerships, she also helped generate more than \$25 million per year in marketing value.

In her earlier career, Phyllis was recruited by The Walt Disney Company to serve as Editor-in-Chief of Disney Adventures magazine and was then named Editorial Director of Disney's Kids Magazine group. She was also a key member of the launch team and first Editorial Director for Cahners Publishing's Healthy Kids Division, where she created Healthy Kids magazines and The Healthy Kids TV Show, the first of their kind dedicated to children's health and in association with The American Academy of Pediatrics.

Phyllis is also a Certified Professional Coach and received her credentials from the Institute for Professional Excellence in Coaching (IPEC). She is an Energy Leadership Index Master Practitioner, Meyers-Briggs Type Indicator (MBTI) Certified Practitioner, and Change Style Indicator Certified Facilitator. Her coaching passion and practice focuses on female leadership and empowerment, including helping women develop their career roadmap, navigate heavily-matrixed organizations, and thrive during times of change and transformation.

She serves as Assistant Treasurer of She Runs It, the organization paving the way for more women to lead at every level in media and marketing, and Board liaison for their Mentoring Program. She is an alumna of the Harvard Business School Cable Executive Management Program and the Betsy Magness Leadership Institute, sponsored by Women in Cable & Telecommunications.

To formalize their philanthropic efforts, she and her husband established The Phyllis & Joel Ehrlich Foundation and are active supporters in the theater and dramatic arts community in New York City, where they reside.



F. Warren Elish

F. Warren Elish is a senior marketing executive with over 30 years of client and consulting experience in consumer products, restaurants, franchising and retailing. He is a renowned practitioner, lecturer and speaker on brand positioning and is a member of the marketing faculty at Cornell University's Johnson Graduate School of Management. Elish was named to the Advertising Age "Marketing 100 – the superstars of US marketing". Major accomplishments include the launch of one of America's hottest retail concepts and its subsequent IPO, the turnaround of a flagship consumer product, the positioning of hundreds of well-known brands, the launch of numerous new products and concepts, and the development of a long list of programs which have driven profitable increases in customer traffic.

In 1995, Mr. Elish founded his own company, Elish Marketing Group LLC, a marketing consulting company with a successful track record of assisting the senior leadership of highly competitive multi-unit trade area driven businesses generate high returns on investment based on a strategic focus to drive profitable traffic and product mix. A significant amount of his work has been with start-ups, emerging brands, brand refreshes and turnaround businesses. He has launched many new brands and concepts that became successful growth businesses while also revitalizing many once formidable brands that lost their way to become strong competitors once again. EMG's core practice areas include: brand positioning, restaurant marketing and franchise marketing for domestic and international clients.

Prior to forming his own business, Elish was a founding partner and Vice President of Marketing for Boston Chicken Inc., where he served as a member of the core start-up executive team. While at Boston Chicken (Market), he created the foundation for a new brand in a significant new retail category (home meal replacement). Mr. Elish established branding, positioning (including the expanded positioning to Boston Market), corporate identity and all aspects of advertising, promotion and public relations for the brand. During his tenure, store growth went from 35 stores to over 800 stores with system-wide revenue growing from \$35 million to \$1 billion.

Elish has also served as Vice President of Marketing and a member of the executive committee for Red Lobster Restaurants (Darden, then a division of General Mills Inc.). At Red Lobster he was responsible for the marketing efforts of the nation's largest dinner house restaurant chain and was recognized by General Mills management for his speed and innovation while building sales that outpaced the industry. He also led the company's first multi-functional task force to enhance quality and consumer value, and strengthen Red Lobster's position in the marketplace — resulting in increases in value perception for food quality, service and intent to revisit.

Other experience includes: Vice President of Marketing for Luzianne Blue Plate Foods (Reily Foods), Director of New Product Marketing and Director of Marketing for Burger King Corporation (then a division of Pillsbury Co.), Director of New Products for Johnson & Johnson Baby Products Company, and various marketing positions of increasing responsibility with Frito Lay, Inc. (a division of PepsiCo).

Mr. Elish received both his BS and MBA from Cornell University. He currently serves on Cornell's School of Hotel Administration master's program advisory board and is the founder and host of the annual Cornell Marketing Executive Coaching Program. He has served on the board of directors of Ovation Brands (formerly Buffets, Inc), the nation's largest steak-buffet restaurant company and Maggie Moo's International, a franchise chain of super premium ice cream retail stores.



Katia Fachetti

Katia Fachetti is a dynamic global business leader with proven results driving complex B2C, B2B, and professional services businesses. Katia uniquely balances visionary thinking, strategic growth initiatives, disciplined execution, and team development in every leadership opportunity, in corporate and private equity owned enterprises and in non-profit organizations. She believes breakthrough results come from inspiring a team to go above and beyond. She has earned a reputation for accelerating profitable revenue growth through her entrepreneurial approach, inspiring leadership, championing consumer/customer needs, and identifying innovative solutions.

Katia is president, Mutti USA Inc., the US subsidiary of Italy's #1 shelf-stable tomato company. In this role, she is charged with developing the Mutti brand and business to be the leader in premium tomato products. She is also co-founder of Mosaic Food Advisors, a food and beverage consultancy that helps start-ups to small/mid-size food businesses on business strategy, marketing, sales, innovation, and product development.

Katia was the first chief marketing officer for NBTY, the world's largest vitamin/supplement company with \$3B+ revenues, a Carlyle Group portfolio company. Under Katia's leadership, brand positioning was completed for brands representing 80% + of the company's revenues including: Nature's Bounty®, Osteo Bi-Flex®, Balance Bar®, Met-Rx®, and Vitamin World. Katia assembled a team of 175+ that drove company-wide growth strategies, global consumer insights, digital/social media, product development and innovation, creative services, regulatory affairs, nutrition research, consumer affairs, and corporate communications.

Before NBTY, Katia was the first CMO at Terex Corporation, a \$9.8B global construction, mining, and utility equipment manufacturer. Katia created and led a world-class global marketing organization that implemented key strategic initiatives, including Voice of the Customer; defining global Terex® brand positioning; and developing a Net Promoter Score customer satisfaction program. Ms. Fachetti also drove cross-business distributor/customer development for sub-Saharan Africa.

Prior to joining Terex, Ms. Fachetti was president of Fusion 5 (a WPP Group company), a marketing consultancy that specialized in transforming the relationship between consumers and brands to aggressively drive growth through 'innovation out of insight'. Fusion 5's core clients included: Coca-Cola/Wal-Mart, Pepsi, Diageo, Godiva, Ford, Campbell's, Gillette, AT&T, and DuPont.

Katia's career began 30+ years ago at Kraft/General Foods. She rapidly progressed through a variety of marketing/general management roles for brands such as: Maxwell House®, Stove Top®, Log Cabin®, and Good Seasons®. In 1996, she was recruited to be vice president of marketing at Nabisco and led the turnaround of 10 product categories in the Foodservice Company.

She serves on several non-profit boards, including The Executive Forum (supports C-suite executives in their professional development).

A passionate 'foodie', Katia moved to Italy in 2009 to attend a Masters of Food Studies program at the Università degli Studi di Scienze Gastronomiche, founded by Slow Food. She also completed an Italian Sommelier certification.

Katia received an MBA in General Management/Marketing and her BS in Hotel Administration from Cornell University. She resides in Stamford, CT.

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Deb Garber

Deb Garber is an energetic, results drive marketer with more than 20 years of brand and marketing management experience at leading OTC, alcohol, grocery and high-tech companies. She thrives in chaos and always seeks new opportunities where she can leverage her strategic and creative marketing "powers" to build brands, customer loyalty and of course revenue, share and profitability.

Deb has held numerous positions within HP, one of the world's more admired technology companies. Currently she is leading Global Business Development and Marketing Performance for HP's commercial printing division. Previously she managed the integration of brand and marketing for HP's \$1B Samsung Acquisition. Deb also served as the Global Head of A3 Marketing where she was responsible for launching and leading end-to-end marketing of HP's new A3 portfolio competing in a \$55B category. She has also held roles in Brand, Current Business Management, Future Products and Strategic Planning.

Deb started her career in brand management at Wyeth Healthcare (now Pfizer) managing Centrum Vitamins and developing new products and distribution channels for OTC. In 2001 she was recruited by Gallo Winery in California to manage their beverage business (Boone's Farm, Bartles & Jaymes, Hornsby's Cider and Wild Vines) and drove significant share and revenue gains by developing new brand positioning, packaging and formulation for the base businesses. Based on her success she was then selected to manage Gallo's distilled spirits business (E&J Brandy, Sherry, Cream liqueur, etc.) and led efforts to create new line extensions, spirit brands and future products.

Always up for a new challenge, in 2005 Deb accepted an offer to move to the distribution side of the business to manage the grocery retail brand, Albertsons in Boise, Idaho. There she was responsible for their portfolio of private label brands, 15 sub brands and corporate brand strategy for over 2,000 stores. She leveraged consumer data to develop effective advertising and communications strategies which improved customer experience, increased loyalty and brand perception resulting in a 15% increase in revenue. The company was acquired in 2007 and moved to Minneapolis. Deb's desire to stay in Boise led her to accept an offer to work at HP where she has held several positions across future and current product management, strategic planning, brand management, global alliances and global marketing.

Deb has an MBA from Cornell's Johnson School and a B.A. from William Smith College. She currently serves as Cornell MBA recruiter and Alumni Admissions Ambassador. Passionately committed to her community she is a founding member and served as Secretary of the DAR (Daughters of the American Revolution) as well as President of the Board for the McCall Winter Sports Club.

Originally from Massachusetts (raised a Red Sox fan) Deb now lives in Boise, Idaho with her husband (also a JGSM Alum), daughter and ferocious ferrets Walter & George. Her time out of the office is spent skiing, traveling and adventuring with her family.



Brad Germin

Brad is a leader in the healthcare space with over 17 years of diverse business experiences. He has a proven track record of success leading small and large brands in vaccines, consumer health care and startups.

Currently Brad is Professional Lead and Marketing Director of the Pediatric Vaccine Portfolio (\$1.1B sales & 7 brands) at GSK. He is responsible for portfolio strategy and field execution of defending against a major competitive launch. Previously at GSK Brad was the Consumer Launch Lead for their block buster adult Shingles Vaccine — Shingrix. Brad defined the strategy and drove the execution of all their direct to consumer marketing efforts for the launch and beyond. Before coming to GSK he worked in Brand Management in Consumer Health Care at Johnson & Johnson on iconic brands such as BAND-AID Brand and Visine. Brad led the revitalization of the classic “I am stuck on BAND-AID Brand” jingle and the repositioning of Visine for the new millennial target and mom. Before his move into healthcare Brad was an entrepreneur in his family’s paper and pulp business where he grew a company from \$0 to \$50M in sales.

Brad holds a Bachelor of Arts in Economics from Bucknell University and a Masters of Business Administration from Cornell University. Originally from Connecticut, Brad currently resides in Doylestown, Pa with his wife Chauncey (Johnson School, 2012), his 5 year old daughter Marion and his 3 year old son John. Brad loves skiing, playing golf and spending as much time as he can in the Adirondacks.



Amy Gindikin

Amy Gindikin is a customer-first, multi-channel marketer who has spent the last 12 years in various marketing roles at American Express. She has worked across both B2C and B2B customer segments, digital and live channels, and has expertise in the travel and retail sectors. Amy is recognized as a strategic, data-driven marketer known for driving innovation and change.

In her time at American Express, Amy has led several high profile programs and initiatives. Currently, Amy leads a lifecycle marketing team within the Global Merchant Services team, focused on developing direct to merchant communications to educate merchants throughout the lifecycle on the value of welcoming American Express. She has implemented agile marketing as a best practice and is overseeing the development of a trigger roadmap to increase the value of communications with merchants through deployment of the right message at the right time.

In her first 10 years at American Express, Amy was in the Consumer Card organization where she held a number of roles in acquisition and loyalty marketing. There she redesigned a call center program, transforming agents from being “order takers” to “consultative sellers”, bringing on a team to gather statistically significant insights from call listening and implementing new agent incentives, training, and a customer-focused call flow. She also managed several high priority partnerships in the Membership Rewards program including Amazon and Best Buy. From there, Amy went on to lead the marketing for multiple strategic co-brand partners including Hilton, where she was a part of the core team that secured a newly exclusive co-brand relationship and led the marketing strategy for the subsequent launch of an expanded product line.

Amy also temporarily relocated to London as part of American Express’s Global Rotation Program where she led development of a multi-screen strategic roadmap for the international Consumer Card team.

Amy holds an MBA from the Johnson School at Cornell University and a BS in Communications from New York University. She passionately calls New York her adopted home, and lives in Manhattan with her husband and their tiny dog with an oversized personality, Fiona.



Chris Goodman

Chief Marketing Officer

Professional and Industry Experience

Chris serves as chief marketing officer, where he brings over 30 years of global, integrated marketing expertise.

As chief marketing officer, Chris is responsible for leading a high performance marketing organization that serves as a catalyst to help build the KPMG brand, strengthen client relationships, and drive sales. These efforts are focused on accelerating the firm’s growth agenda and long-term positioning in the marketplace.

Chris has significant client and extensive industry experience ranging from Media/ Entertainment and Packaged Goods to Technology and Professional Services.

Background

Prior to joining KPMG, Chris served in a range of executive roles for Young & Rubicam, part of WPP. These roles included EVP/Global Managing Partner for various Fortune 500 clients (notably Accenture, American Express, AT&T, Colgate, LG Electronics and Xerox). He founded Y&R2.1 — the digital arm of Y&R Advertising — and served on Y&R’s Global Advertising Board.

Prior to Y&R, Chris worked both with IMG and Accenture. At IMG, he led and helped build the Global Consulting practice, providing sports and entertainment counsel to some of the world’s largest brands. And, at Accenture, he served as CMO of Communications and High Tech Operating Group where he helped drive the positioning and growth of this \$6B Operating Group.



Scott Hansing

Scott has 22 years of business experience across Finance, Marketing, Sales, and General Management disciplines and within North America, Europe, and Asia regions. Since 2017, he is SC Johnson’s General Manager of its Central Europe cluster – based in Düsseldorf, Germany, and responsible for all commercial activities across 7 countries, \$400 million in Sales, and 150 employees. Previous roles during his 18-year career at SC Johnson include Group Country Manager in Southeast Asia, Marketing Director — Indochina Cluster, Senior Marketing Director Air Care Developed Markets, and various marketing/sales roles across multiple product categories within North America. Responsibilities include people management, business strategy, P&L responsibility, product innovation, brand equity, media-to-shelf marketing plans, and Sales route-to-market plans.

Scott earned an MBA from the Johnson School at Cornell University in 2001. During his graduate studies he was a Roy H. Park Leadership Fellow and served as Johnson Admissions Group leader as well as President of the Toastmasters Club. Prior to business school, Scott earned a BA in Finance from Butler University and gained 3 years of commercial and investment banking experience with Bank One Corporation in Indianapolis.

Scott is married to his college sweetheart, Krista Hansing, and is a proud father to 4 children. Outside of work, Scott’s hobbies include running, reading, traveling, and chasing his two dachshunds.



Lars Hirsch

Director, Product Management, Google Ads

Lars Hirsch is an executive at Google with expertise across product management, applied science, and engineering. His current team at Google is responsible for improving the quality of ads, in order to deliver more value to Google users and to advertisers.

Before joining Google, Lars built product, science, and engineering teams at Amazon to help grow Amazon’s ads business, and to improve online experimentation and long term decision making at the company. Before Amazon, Lars spent 5½ years at Microsoft leading data science for Bing Ads. Before coming to the US to earn his MBA, Lars worked as a software engineer at startups in his native Norway.

Lars is excited about online marketplaces, economics, machine learning, system design, skiing, and world history. He has a Master of Science in Chemical Engineering from the University of Science and Technology in Norway; an MBA from the Johnson School at Cornell; and a Master of Science in Computer Science from Georgia Tech. He has taught classes at Cornell and at the University of San Francisco on digital marketing and advanced online experimentation.



Jerry Howard

Principal and Co-Founder, Strategy First Partners

Marketing Strategist | Unlocking the Growth Drivers in High-Profile Organizations

Jerry Howard is an incisive marketing strategist to high-profile, global organizations Marketing Strategist | Unlocking the Growth Drivers in High-Profile Organizations Jerry Howard is an incisive marketing strategist to high-profile, global organizations with complex challenges. The application of his trusted recommendations — across hundreds of engagements for diverse brands such as Coca-Cola, Dell, Fidelity Investments, MetLife, Converse, Perdue Farms, Water.org, and Intel — prove that every company has hidden growth drivers which can be identified, demonstrated, and leveraged. While many businesses take a shotgun approach to what motivates customer behavior, Jerry develops laser-focused B2C and B2B brand strategies based on the marriage of science and masterful interpretation. Backed by his proprietary research partnership, he’s in the top tier of practitioners using highly predictive, decision-grade research to zero in what creates top and bottom-line change.

In an era where brands are increasingly commoditized, CMOs and senior executives call on Jerry to lead them in creating a differentiated direction for brand communications, sales, product, innovative strategy, and beyond. Clients value Jerry’s understanding of current business realities and capabilities from their perspective, having run the beauty care business for Procter & Gamble Japan, and later delivering record revenue and earnings while serving as Worldwide Director for Coca-Cola, the world’s most loved brand. Realizing his passion for leading with strategy, he co-founded Strategy First Partners to do the collaborative work that matters most in generating results for a select roster of clients.

From experience, Jerry finds the keys to growth in the most unexpected places. His custom-designed approach looks at all facets of the business — from product to sales to IT to customer service to innovation — through a marketing and consumer lens. Jerry’s in-depth conversations with senior executives reveal insights that are tested quantitatively, interpreted, and built into a unique and compelling brand story and practical roadmap for ushering in a new chapter of growth for the brand and the business.



Mike Ilacqua

LEGO Systems, Inc.
Director, Head of US Brand Marketing

Mike Ilacqua is the Head of US Brand Marketing at LEGO Systems, Inc., with over 10 years of brand management experience in the FMCG and Toy industries. For the last three years, Mike has been happily inspiring kids to express their creativity with LEGO bricks, leading the marketing and brand strategy for some of the most powerful and iconic entertainment licenses brought to life in LEGO form (Star Wars™, MARVEL™, DC Comics, Jurassic World™, and Harry Potter™ to name a few). Most recently, Mike’s responsibilities expanded beyond entertainment licenses to all product lines in the LEGO portfolio.

Prior to being a Jedi-Ninja-Super Hero-Dinosaur-Wizarding expert, Mike began his marketing career with the Colgate-Palmolive Company, as part of their Global Marketing Development Program. While at Colgate-Palmolive, Mike was classically trained in CPG marketing and was responsible for driving brand strategy for some of the world’s most trusted and recognized brands across Home Care, Personal Care and Oral Care categories.

Mike holds an MBA from the S.C. Johnson Graduate School of Management at Cornell University (Class of 2009) and a BS in Business Administration from SUNY Geneseo. Although a true Upstate New Yorker at heart, Mike now lives in Connecticut with his wife Jen and their two little builders, Mikey & Fiona



Gary A. Jacobus

Gary Jacobus is Senior Vice President of Business Development at SSP America. SSP America is a division of SSP Group, a global leader in the business of creating restaurants, bars, cafes, and marches in environments where people are on the move. SSP’s operations span more than 2,000 outlets across 140 airports and 280 rail stations serving over one million passengers daily in more than 30 countries. Jacobus leads the business development team and is charged with developing, managing, and growing SSP America’s portfolio across North America.

Prior to joining SSP America, Jacobus led business development for Aramark’s Sports & Entertainment division. He was responsible for securing new and retaining current food & beverage and retail merchandising business within Professional and NCAA sports venues, convention centers, cultural attractions, and amphitheaters. During his tenure with Aramark, Jacobus taught a MBA course, “Managing Facilities and Events in Sports, Entertainment, and Media Business”, as an Adjunct Professor at Iona College.

In 2009, he joined the NBA as vice president of global marketing partnership and led the team that secured the largest marketing partnership in NBA history with Sprint (\$222MM over four years). In 2007, Jacobus joined the USTA as managing director responsible for securing marketing partners for the US Open securing over \$10MM in new business during his tenure.

From 2003 to 2007, Jacobus co-founded a healthful fast-casual restaurant concept called “UFood Grill” which currently has close to 20 units open nationwide. He got his first taste of the start-up world in 2000 when he joined an early stage tech company called Trakus. As president of the company, he landed agreements with the NFL and NHL that positioned Trakus as the early leader digital sports content.

Jacobus ran IMG’s worldwide sports and entertainment corporate consulting practice from 1997 - 2000. He grew the division by 270% and was responsible for consummating a \$2.5MM consulting agreement with Philips Electronics, the most lucrative consulting assignment in IMG’s 40 year history.

Jacobus began his sports marketing career with the NFL. During his seven-year tenure, the annual marketing partnership revenue grew from \$10MM to over \$120MM. Jacobus was responsible for the then largest partnership in sports history, a three year \$87MM venture with Sprint.

Jacobus received his MBA from The Amos Tuck School of Business at Dartmouth College and his BBA in Marketing from the University of Wisconsin — Eau Claire. He was a multiple year starting member of the UWEC wrestling team and Resident Assistant.

Jacobus lives in Larchmont, NY with his wife Kira Stokes.





DeVerges B. Jones

CMO|SVP|General Manager

DeVerges Jones is an executive-level passionate marketing and branding leader with strong general management skills. He has a Fortune 500 legacy from: Kraft General Foods, Pepsi, Mars, Inc., Bristol-Myers Squibb and Philips. He has a BA degree from Morehouse College and an MBA from Cornell University SC Johnson Graduate School of Management. DeVerges has managed on a global stage three billion dollar brands including: Pepsi, Pedigree dog food and Philips. He has led the marketing efforts for other major brands including: Maxwell House Coffee, Country Time Lemonade, Frost and Tip, Lady Clairol, Philips Earth light, Herbal Essence, Wells Fargo (mortgage and credit) and Burger King.

DeVerges has been instrumental in gaining market share, improving brand loyalty, driving long term sustainable profitability for the brands he has managed. He also has led the development of Clio, Effie and CEBA award winning advertising. He has an intimate knowledge of media and advertising having worked at two ad agencies, General Manager for Empower Media Marketing, CMO for an internet vertical B2C start-up (eBility.com), CMO for Muse Communications and SVP Management Supervisor for Uniworld Group Advertising.

In addition to extensive general audience expertise, DeVerges also has advanced skills in multicultural and ethnic marketing and communication. He prides himself on being an expert in product launch optimization. Jones has launched over fifty brands representing several thousand sku's in his career in a vast array of traditional and digital channels of distribution. He is a bottom line focused marketer that has also made major contributions involving turnaround situations at Mars, Inc, and Philips Lighting which collectively resulted in over one hundred million in profit recovery.

Jones currently has been involved in many entrepreneurial start-ups optimizing his 21st century technology skills. Over the last four years through his independent consultancy The Marketing Leadership Group he has been engaged in diverse areas including: COO for Health 2 Humanity soap, Developed plan for a Louisiana based food wholesalers based on shifting to chain business, GIFCO gourmet foods did feasibility analysis for entry into the food service channel, Developed brand positioning for Septium custom software, Acting CMO for an advanced lip synch animation start-up (Total Synch), Gamer Grub — advisor to first video gamer snack food, F-Factor Diets — consultant on distribution and franchise opportunities, and Telmedx (cellular medicine start-up). Most recently he is COO for Health 2 Humanity soap, working ZUZNOW (UX/UI) technology for smart phones, an emerging liquid supplement beverage company, Rejuvenate (organic foods and oils) and developing a plan of action for a Chinese food and packaging company.

DeVerges is a member of the Cornell University Johnson School Marketing Mentorship Program, a Member of the UCI Executive Mentorship Program and Executive in Residence at Chapman University. Mr. Jones was awarded the 2013 Wilbur Parker Distinguished Alumni Award from Cornell University Johnson School of Management in October. He has served on the board of directors of Cal State San Marcos Business School and was for six years on the board of the Children's Museum of Orange County. He also participates in Orange County Tech Business, Tech Coast Venture Network and Octane meetings.

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Simon Krieger

Simon Krieger is an information technology and telecommunications executive with global experience leading telecommunications and software companies — developing new companies and products, improving operational results and growing revenues and profits. Simon is a Partner in the Luciano Group, a telecommunications management consulting company located in New Jersey.

As president and first employee, Simon built WorldPartners Company, an AT&T venture company, into a global business with sales over \$1 billion to Fortune 500 companies and operations in 35 countries. As employee number 10 at Formity Systems, he raised private angel funding, built a successful telecommunications expense management product line, and secured sales with Fortune 100 companies. Responsible for sales, marketing & product management, he doubled revenues and introduced a business intelligence product line for private equity backed, Vibrant Solutions.

Simon held executive positions AT&T, AT&T Asia-Pacific Ltd., Concert, Vectant, a Marubeni company, and Neustar. He served on several corporate boards including Hutchison-AT&T Network Services, Pacific Crossing Ltd., Global Access Ltd., and Vectant Japan.

Simon received his MBA (1977) and BS-Engineering (1976) degrees from Cornell University.

He serves on Cornell University Council, the Johnson School Dean's Leadership Committee and is Past-President, Cornell Association of Cornell Officers (CACO).

Simon and his wife, Robin, reside in Scotch Plains, NJ. Their two children attended Cornell — Jason Krieger (MBA, Johnson, 2009) and Lisa (Krieger) Hamlisch (BS, College of Arts & Sciences, 2005). Simon is also president of the Lords Valley Country Club in Pennsylvania and serves on their Board of Governors.



Joe Lack

Joe Lack, now retired, was a founding partner of Lack and Daily, Inc. Established in 1984, L&D is a highly specialized recruiting firm concentrating its search efforts exclusively within the marketing discipline. Lack & Daily has enjoyed the privilege of maintaining an ongoing relationship with some of the most well respected companies in the world including Johnson & Johnson, ConAgra, Dannon, Kraft Foods, Church & Dwight, Revlon, Mars, Bayer, Godiva, Amazon, Henkel, Pfizer, Crayola, Campbell Soup and Pepperidge Farm. The company also placed Directors of Marketing with the Boston Red Sox, the PGA Tour, Churchill Downs and the U.S. Postal Service.

Previous to his career in Executive Search, Joe worked in Corporate Marketing for AMF, which was the world’s leading manufacturer of sporting goods (Head skis and tennis rackets, Ben Hogan golf clubs, Hatteras yachts, Voit basketballs and footballs, Harley-Davidson motorcycles and Sunfish sailboats). Before that, he worked in the Corporate Marketing department of Springs Industries (Springmaid and Wamsutta bed linens and bath products).

Joe received his Master of Business Administration degree from Cornell University and a Bachelor of Arts degree from Ripon College majoring in Economics and Philosophy. He and his wife Nancy have twin daughters, four grandchildren, and reside in Connecticut.



Patrick Lafferty

President of mcgarrybowen U.S and Creative & Content Services Lead for DAN U.S.

Pat is the U.S President for mcgarrybowen, the leading creative agency within the Dentsu Aegis Network, and the Creative and Content Service Line Leader, including MKTG, Mitchell PR, Character, and John Brown Media.

Pat oversee mcgarrybowen’s U.S. teams in New York, Chicago and San Francisco. During his time at mcgarrybowen, the agency has achieved double digit growth and creative accolades. In 2019 alone, Ad Age has named mcgarrybowen among its “Best Places to Work” and the “Agency A-List” honorees.

Before joining mcgarrybowen, Pat was the President of independent agency Translation, leading the most diverse, most culturally-proficient marketing team in the country, recognized as 2018 Standout Agency of the Year. Prior to that, Pat was the BBH North America CEO. During his tenure, he expanded the agency’s offerings in several ways, most notably acquiring and integrating digital agency Domani Studios. During this time, the agency worked on the launch for the new season of Netflix’s House of Cards and earned one of the industry’s highest accolades, an Integrated Grand Prix at the Cannes Creativity Festival.

Pat served as the Chief Operating Officer of McCann North America, where he co-led the turnaround of the 400-person, global headquarters of the world’s largest marketing network and provided operational leadership of the 1,400-person North American region. Previously at McCann, as Global Managing Director, Pat oversaw the network’s top 15 global businesses, including American Airlines, ExxonMobil, Johnson & Johnson, MasterCard, and Coca-Cola.

From 2005-2010, Pat was the Chief Marketing Officer for Travel Channel Media. Prior to the Travel Channel, Pat spent 10 years at Leo Burnett in key leadership roles on the Kellogg’s, McDonald’s, U.S. Army, and Allstate businesses.

Before advertising, Pat spent seven years in the United States Army as a Platoon Leader and Company Commander, serving tours in Iraq, Panama, and Haiti.



Lindsay Lehman

Lindsay is a results-focused leader with over 15 years of experience in brand and consumer marketing. She is best known for data-driven storytelling and enabling business transformation through meaningful, actionable insight.

Lindsay is currently the Senior Vice President of International Marketing at Norwegian Cruise Line Holdings, responsible for international brand strategy, marketing and PR for Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises. She joined the company in 2010 at the beginning of a sharp financial turnaround, holding marketing leadership responsibility through the organization's rapid rise to success, including consistent double digit annual revenue and adjusted EPS growth, successful IPO, and the introduction of 8 new ships with industry-first innovations. Prior to her current role, Lindsay held the position of Vice President of Brand & Consumer Marketing, as well as Vice President of Marketing Analytics, building the team and full marketing tech stack from the ground up and transforming data consumption/utilization across the enterprise.

Prior to joining Norwegian, Lindsay held brand/consumer marketing roles at Kraft Foods, Hearst Corporation, Time Inc. and Goldman Sachs.

Lindsay graduated from Millsaps College. She holds an MBA from Cornell's Johnson School, where she was a Marketing Association officer and part of the international exchange program at IE Business School in Madrid. She lives in sunny Miami with her husband (also a Johnson grad) and 10-year-old son.



Hannah Lewis

Hannah is a results-driven, entrepreneurial and engaging marketer, with over 13 years of industry experience in creating and building brands across consumer products. She excels in delivering breakthrough packaging, positioning, and brand archetype mapping, as well as on-boarding investors and customer gatekeepers. She has worked in a variety of companies, spanning from family-owned businesses, to Fortune 50 CPG houses, as well as venture-backed and privately funded consumer start-ups. After starting her own company last year, one of her fastest-growing clients, Compoveda Tequila//SipTequila.com asked her to join the team as a co-founder. Hannah now works exclusively as CMO and Head of Sales for this "Tequila meets Technology" venture with investors like GGV Capital, Amazon Web Services, Sequoia, and more.

Prior to starting her own company, Hannah was a Vice President of Marketing at Kraft Heinz, running a \$3B P&L across 50 brands including Heinz, Kraft, Philadelphia, Oscar Mayer, Velveeta, Planters, and Maxwell House. During her 6 years with KHC, she held a variety of roles, managing base businesses on Ketchup, Condiments and Sauces, as well as leading brand-building and innovation on Classico and Lea & Perrins. Prior to marketing, she worked in internal corporate strategy and investor relations for HJ Heinz, was a consultant at Bain & Company focused on Consumer Goods, and part of the EJ Gallo Management Sales and Marketing Training Program.

Hannah earned her MBA from the Johnson School at Cornell in 2011, and holds a BS in Psychology from Cal Poly San Luis Obispo. She currently lives in Pittsburgh, PA with her husband, Tyler (also a 2011 Johnson grad) and 2 children, Charlotte (5), and Cooper (2). In her "free" time, she enjoys golf, running, reading... and sipping tequila.



Margaux Logan

Margaux Logan is a consumer-focused brand and marketing expert. Understanding people and their motivations has driven her career since Day 1. With extensive client-side experience in B2C direct marketing and product launch, she has taken that interest into award-winning product development and communications for AT&T, Unilever and now Amazon.

A former President of the Marketing Association and a Marketing Immersion TA at the Johnson School, Margaux went directly into CPG Brand Marketing at Unilever after graduation and spent 8 years in both brand building and development roles on a US and Global scale. Consumer research and innovation forecasting and development was at the heart of her work on both long-standing heritage brands as well as national new brand and product launches.

In 2017, Margaux enhanced the experience and training gained in her prior roles when she said yes to a game-changing opportunity with Amazon Advertising. Margaux stepped into a strategic media and analytics consulting role, offering her the chance to use consumer shopping and behavioral data to help the world’s biggest brands be successful on Amazon.com. Flexing her more technical and analytical skills with the understanding of how clients run their business has been rewarding and proof that there are always opportunities to continue to learn and grow in a career. More recently, Margaux has been working at AWS (Amazon Web Services) in a B2B focused role, developing and marketing a training and certification program for cloud skills in the Machine Learning and IoT (Internet of Things) service areas, continuing her learning in a consumer/customer-obsessed company.

Margaux graduated from Colgate University with a Liberal Arts degree and lives in Hoboken, NJ with her husband Byron (also a Johnson School graduate), their 3 year old son Matthew, and house bunny, Beatrix.



Patti Mandel

Patti is a marketing strategist, innovator and leader with strong experience in brand management, business analytics, consumer communications, cost efficiency and promotions.

Patti has built a strong record of delivering business development and branding programs that produce growth and profitability. Patti has exceptional leadership, communication, negotiation, analytical and problem-solving skills with a strong track record of business growth through strategic marketing and branding.

As a marketing leader with over 20 years experience, Patti has developed best practice business models, launched new products and managed high performing teams. Patti is known for her strong brand and marketing experience including development of strategic marketing plans and integrated marketing programs.

Patti began her career working on the Lysol business. She progressed up through marketing obtaining experience on Personal Care Products, Cleaning Products, Health Care Products and New Products. As Category Director on Lysol, Patti led the strategic direction for the Lysol portfolio. Patti has marketing experience on a local, regional and global basis. Patti has taken products from concept to launch to the number one position in the category. As Director of Corporate Marketing, Patti developed and championed the integrated marketing approach developed for the U.S. and rolled out globally.

Patti currently has an active consulting practice working on strategic plans, program development and evaluations.

In addition to her strong marketing experience, Patti is an Assistant Professor at Ramapo College teaching Marketing Principles and Practices, Consumer Behavior, Advanced Topics in Marketing and Branding. Patti is a visiting lecturer with the Charles H. Dyson School of Applied Economics and Management at Cornell teaching a Branding and Brand Management class. Patti also teaches classes in Brand Management and Brand Planning with eCornell.

Patti holds an MBA from Cornell Johnson Graduate School of Management and BS from Cornell.



Nicholas O. Matt

Nicholas O. Matt is chairman & CEO of the Matt Brewing Company, a four-generation family company whose roots date back to the founding of the brewery by his grandfather in 1888. The Matt Brewing Company is one of America’s few remaining historic regional breweries, and has the distinction of being the only heritage brewery that has transitioned itself to be a craft brewer. Its leading products are the award-winning Saranac line of craft beers which are sold throughout the East Coast.

Nick, a native of Utica, NY, joined the brewery and moved back to upstate New York in 1989, after a 15+ year career with Richardson-Vick’s and Procter & Gamble. His last position with Procter & Gamble was president and general manager of the Vick’s Health Care Division. Since joining the brewery, he has led the transition of the company to a more specialized line of products including Saranac beers and Saranac soft drinks. Today the brewery produces a variety of specialty beverages, both under its own trademarks and for other companies.

In addition to being chairman & CEO of the brewery, Nick has been extremely active in the community. He served as chairman of the board of the area’s lead economic development organization, Mohawk Valley EDGE, for five years and continues to serve on the EDGE Board. He is also a board member of the Mohawk Valley Regional Economic Development Council formed by the Governor in 2011. He was a board member of St. Elizabeth Medical Center for 15 years and was the recipient of their “Humanitarian of the Year Award”. He is also a former board member of the United Way of Utica and served on the board and executive committee of the Mohawk Valley Chamber of Commerce and was named the Chamber’s “John O’Toole Person of the Year”.

In addition, Nick has served as chairman of the board of the Brewers’ Association, the trade association for America’s small and independent brewers. He currently serves on the Boards of Utica National Insurance Company and the Utica Cutlery Company and the advisory board of the Indium Corporation of America.

Nick is a graduate of Union College. He holds an MBA from the Johnson School of Management at Cornell University, and served as a Naval Officer aboard the USS Essex and USS Macdonough. He is married to Susan Gaffney Matt and they have three children.



Jason T. Mazzola

President & CEO
Gabe’s

Jason is currently the President & CEO at Gabe’s which he joined in April of 2017. Gabe’s is a \$600M off-price retailer owned by the private equity firm Warburg Pincus. Gabe’s has 108 stores with plans to grow to over \$1B in sales within the next 5 years. Gabe’s focus is to deliver outstanding value on branded apparel, accessories, shoes, and home for the whole family.

Prior to this, Jason served as President and CEO of Citi Trends. Jason began his tenure at Citi Trends in February 2012 as the Executive Vice President and Chief Merchandising Officer. He was instrumental in the turnaround effort that took Citi Trends from a net income loss in 2011 to continued profitability from 2013 to the present. Citi Trends is an off-price retailer of urban fashion apparel, accessories, shoes, and home for the entire family. It is a public company and trades under the ticker symbol CTRN.

Prior to joining Citi Trends, Jason held various positions at the TJX Companies (TJ Maxx, Marshalls, Homegoods, Sierra Trading Post, Homesense). From 1993 to 1996 he was in the TJX Executive training program that took him through various positions in planning and allocation and led to a buying position. In 2001, Jason rejoined the TJX Companies and held various leadership positions in merchandising including Buyer, Vice President Divisional Merchandise Manager, and Senior Vice President General Merchandise Manager. During his tenure at TJX, Jason honed his off-price merchandising skill set at the world’s premier off-price retailer.

In addition to his time at TJX, Jason had other notable experiences that helped shape his career. He spent 2 years (1998-2000) at Accenture working in their strategy practice. While pursuing his MBA at Cornell, he interned at Procter & Gamble on the Cascade brand. During the collapse of the former Soviet Union in late 1991, Jason ran an import business for Russian handicrafts from Moscow to the United States.

Jason Received his B.A. in Government and Russian Studies from Colby College in 1991 and his MBA from Cornell University in 1998.



Rajeev Mohan

Rajeev has 18+ years of diverse pharmaceutical experience encompassing business strategy, portfolio selection, commercial operations, manufacturing and R&D. In his earlier roles, Rajeev has been part of Vensun’s executive team in overseeing business development including portfolio evaluation and licensing activities. He was integral to the commercial operations along with multiple equity and debt financing rounds, culminating in the acquisition of Vensun by Strides Pharma in Jan 2019.

Prior to Vensun, he supported the marketing and sales at URL Pharma (now Takeda) including the commercial assessment of business development projects. At URL, Rajeev was successful in transitioning from a technical to a business role, while building a \$500M branded product. Rajeev began his career at Andrx Pharma (now Teva), where he served in various technical and operational roles. Rajeev is systems oriented, believes in lean concepts and strives to implement high quality, on-time delivery and low cost in each project.

Rajeev holds an MBA from Cornell University, a Doctorate in Chemical Engineering from NYU, and a Bachelors in Chemical Engineering from Osmania University, India. Rajeev currently resides in Princeton, NJ with his wife Michelle, and twins, Arhana and Aryan.



Lee W. Muir

Senior Director — Customer Trade Marketing — Helen of Troy Limited

Lee Muir is a global brand and marketing executive with 20+ years of marketing and business management experience in the Consumer Goods market. Currently in her role at Helen of Troy, Lee provides leadership to their top Beauty accounts in the US. She is responsible for the development and execution of customer specific initiatives and programs as well as the overall sales revenue of these accounts.

Previous to this role, Lee had a distinguished career with World Kitchen LLC, manufacturer and marketer of iconic consumer brands — Pyrex, CorningWare, Corelle. Prior to the sale of World Kitchen LLC in 2017, Lee served as President — Latin America, Europe, Middle East and Africa. In this role, she optimized profitability of the region and built commercial startup operations in Europe from the ground up.

For the 6 years prior to this, Lee was responsible for managing the Global Business Unit. Her duties as head of the GBU, included identifying strategies for accelerating long-term business growth, setting global priorities and executing specific plans to support innovation, brand building, marketing, E-Commerce and logistical efforts. During her time in this role, she delivered over \$100M increase in global sales, which was instrumental to a successful equity buy out.

Prior to that role, Lee served as Chief Marketing Officer and led all global brand management, marketing communications, agency relationships, new product development, Website creation, and distribution/channel management for all World Kitchen Brands.

Lee began her career at Corning Incorporated. She held various brand management positions, both domestic and Internationally, including an expat assignment in Europe.

Lee holds both a B.S. degree and an M.B.A. from Cornell University. Lee is also currently serving on the Advisory Board for the Precious Moments Company. Lee and her husband Terry reside in the Chicagoland area. They both enjoy travel and golf.



Randy C. Papadellis

Former President and Chief Executive Officer
Ocean Spray Cranberries, Inc.

Randy C. Papadellis is the former president and chief executive officer of Ocean Spray Cranberries, Inc., the number-one brand of shelf-stable juice drinks in the United States.

Mr. Papadellis, whose career in the food and beverage industry spans 35 years with some of the top brands in the business — Cadbury Schweppes, Frito Lay, and Welch’s — was appointed president & CEO by Ocean Spray’s board of directors in June 2003 and appointed as a member of the Ocean Spray board of directors in January 2008. He joined Ocean Spray in July 2000 as president and chief operating officer and will formally leave/retire from Ocean Spray on July 1st, 2018.

Mr. Papadellis led this cranberry based global marketing cooperative with \$2.3 billion in revenues, 2400 employees and products sold in over 80 countries. Ocean Spray is a fully integrated agricultural enterprise that includes over 700 grower-owners, 10 manufacturing plants, 12 fruit receiving facilities and hundreds of Ocean Spray branded products sold into international, retail and ingredient markets.

Before joining Ocean Spray eighteen years ago, Mr. Papadellis was senior vice president of marketing for Welch Foods, Inc. During his six years at Welch’s, the company doubled market share, grew revenues nearly two-fold, and delivered a 50 percent increase in grape grower returns.

Mr. Papadellis began his career with Frito Lay in 1981, moving in 1986 to Cadbury Schweppes North America, where he rose to the position of vice president of marketing. In addition to the board of directors of Ocean Spray, Randy sits on the boards of the Grocery Manufacturers Association in Washington, DC, (member of Executive Committee); the Old Colony YMCA in Brockton, MA, (as former Chairman); the National Council of Farmer Cooperatives in Washington, DC (as Chairman); the Graduate Institute of Cooperative Learning at the University of Missouri (as Chairman); and is a member of Colby College Board of Trustees in Waterville, ME.

Mr. Papadellis holds an MBA in marketing from the SC Johnson Graduate School of Management at Cornell University and an undergraduate degree (BA) in government and administrative science from Colby College.



George J. Pastrana

George Pastrana is a business leader with over 25 years of managing iconic consumer brands for innovation and growth. His experience spans both established large company and start-up environments, in a range of industries spanning Health and Beauty Aids, Household Products, Internet/Retail, Children’s Toys, Medical Devices, and Food/Beverage.

George is currently president & chief operating officer of Dogfish Head Companies LLC, where he is responsible for leading all of the company’s businesses into the next phase of accelerated growth. Dogfish Head has proudly been focused on brewing beers with culinary ingredients since the day it opened as the smallest American brewery 23 years ago. The company has earned a loyal following by staying dedicated to bringing off-centered goodness to off-centered people through our beer, scratch-made spirits, great food, their very own Inn and our events around the country. Today Dogfish Head has grown into a top 15 craft brewery and has won numerous awards throughout the years including Wine Enthusiast’s 2015 Brewery of the Year. Dogfish Head is an innovative 400+ person company based in Delaware with a brewpub/distillery in Rehoboth Beach, an innovative seafood restaurant in Rehoboth Beach, a beer-themed inn on the harbor in Lewes and a production brewery/distillery in Milton.

Prior roles include:

- chief marketing officer for ACH Food Companies, Inc.
- president & general manager, Americas for SSL plc
- vice president — North America Marketing for the CIBA Vision division of Novartis, Inc.
- head of marketing for the US at the Crayola Company, a division of Hallmark, Inc.
- head of marketing at an innovative internet start-up called Webvan
- brand management at SC Johnson & Son
- brand management and customer marketing at Schering-Plough HealthCare Products (now Bayer)
- plant engineering at Procter & Gamble’s Paper Division.

George is an MBA graduate of the Johnson Graduate School of Management at Cornell University and has a BS in Biomedical Engineering from Rensselaer Polytechnic Institute.



Daniel Peirce

Dan Peirce is the vice president of Marketing for T.J.Maxx, the largest brand of The TJX Companies, Inc., the most successful off-price retailer in the world. In his role he’s responsible for the end-to-end consumer experience including brand strategy, multi-channel content creation, marketing integration, and leading both internal and external creative agencies. Ultimately, his job is to drive the brand purpose of T.J.Maxx to grow the business.

Prior to TJX, Dan held a variety of leadership roles across CPG and retail at The Gatorade Company (a division of PepsiCo), Starbucks Coffee Company, Welch’s, and adidas Group. In almost every role in his career, he’s had to create a new team or redesign team structure to match the business need and brand strategy. This has resulted in the privilege of leading a very diverse number of talented people on integrated teams that launched over \$500MM in new sports drinks, introduced an industry leading loyalty program, and repositioned two iconic American brands for future growth. Most recently, his specialty beyond building successful brands is in designing and deploying systems of teamwork across diverse disciplines to better align talent with marketing strategy in a rapidly shifting consumer landscape.

Dan received a BS in Natural Resources from Cornell in 1992 and attended The Graduate School for Landscape Architecture at Cornell from 1993-1995. After a brief career in non-profit, he returned to school graduating with distinction from The Ross School of Business at the University of Michigan in 2001. Dan is married and has one son and two rescue dogs. In his spare time he runs, does CrossFit, and participates in GORUCK overnight endurance events.



Michelle Peterson

Michelle Peterson is Global Vice President of Holiday Inn Express® for InterContinental® Hotels Group (IHG). She leads the full spectrum of the Holiday Inn Express brand and the commercial performance around the globe, including branded guest experience, brand design and brand marketing.

Michelle has an extensive marketing background and a strong track record of improving and transforming businesses. Before IHG, Michelle was the National Vice President of Operations and Revenue growth for LifeSpa, the \$100M stand-alone division of Life Time Fitness, a privately held wellness company. She grew topline and reoriented it to a people and experience-first business.

Prior to Life Time, Michelle spent 18 years at General Mills where she began her career in Plant Operations Leadership. She then transitioned into Brand Management at General Mills holding various leadership positions in marketing, strategic growth channels and new product innovation. She served as Business Unit Director where she led the transformation of both the Dry Desserts Category and the \$1B Pillsbury Portfolio with end to end accountability for consumer relevance, brand performance, innovation, retail strategy and brand marketing.

Michelle has a B.S. in Chemical Engineering from Cornell University, an MBA from the Kellogg Graduate School of Management at Northwestern University and a Masters in Engineering Management from Northwestern University.

Michelle’s purpose in life is to help make moments of joy — for consumers, with her team, during her Orange Theory workouts and, most importantly, with her wonderful husband and three amazing girls, twins age 11 and a daughter age 8. They are all getting settled in Atlanta and looking forward to a non-Minnesota winter ahead!



Rick Powers

Rick Powers recently retired from Combe Inc. where he served for eight years as President of North America, capping a 41 year career in Consumer Products which spanned Personal Care, Household Products and multiple Food Categories. Prior to assuming his position at Combe, he spent nine years at Playtex Products, rising from President- Personal Products Division to President- U.S. in 2004. Rick joined Playtex from Reckitt & Colman where he successively held the positions of VP- Marketing, VP-Sales and President- Personal Products Division.

A 1973 graduate of the Johnson School, Rick began his career with General Foods, working primarily in the Post Cereals and Main Meal Divisions where he rose to Marketing Manager and Business Unit Manager- Refrigerated Meals respectively.

Since retirement Rick has engaged in a number of non-profit activities including serving on the Mount Vernon (New York) School Board Budget Committee, the Mayor's Advisory Council and Chair of Northeast Roundtable of Mount Vernon. An avid golfer, he also serves as Chair of the Branding and Communications Committee of the Saint Andrew's Golf Club of New York.

Rick's primary areas of concentration throughout his career have been strategy, positioning and advertising. He is a passionate believer in the power of multifunctional teams and the ability of thought leadership to transform businesses.



Eric Rosenson

Vice President, Talent Acquisitions — Ruderfer & Associates, Inc

Eric Rosenson has been a Marketer for nearly all of his career: first of consumer and health care products and now — as an Executive Recruiter — as a Marketer of companies to people and of people to those companies.

A graduate of The Johns Hopkins University, where he majored in International Studies, Eric earned his MBA from the Johnson School and upon graduation was hired by the late Dr. Alan K. McAdams, Professor of Economics at the Johnson School and at the time an Economic Consultant to the United States Department of Justice, Antitrust Division.

Eric worked with Dr. McAdams and the DOJ for nearly two years and then moved to the private sector in his family's dairy products manufacturing, distribution and retailing company as a "milk man". With the sale of the firm, he leveraged that experience to embark on a career in CPG Marketing: first at General Foods, in its Breakfast Foods Division, now the Post Foods Company; and then at American Home Products (AHP), now Pfizer Consumer Health. Supporting such iconic brands as Log Cabin Syrup and Advil Analgesics, Eric was fortunate to help lead all of the consumer focused marketing for Advil, AHP's flagship OTC brand, before being promoted to the company's New Products and Business Development (Acquisitions and Licensing) team.

Upon leaving AHP, Eric moved into the prescription pharmaceutical industry, marketing both generic and private label products at Taro Pharmaceuticals and then branded, prescription pharmaceutical products at Forest Laboratories (today's Allergan) where he was responsible for the company's Heritage Brands, covering a range of therapeutic areas including cardiovascular, respiratory, Ob/Gyn, and thyroid disease.

In 2005, Eric joined Ruderfer & Associates, Inc., a boutique, executive search firm that today has been in operation for 49 years. The company specializes in recruiting for the bio-pharmaceutical, CPG/OTC industries as well for their related service-providers. In this role, Eric assists his client companies — ranging from start-ups with just a handful of employees to Fortune 100 and Top 25 Pharmaceutical companies — in addressing their human resources needs at all levels of the organization.

In addition, Eric is happy to provide advice and practical career counseling to executives at all levels of experience. After all, even with new, technology-based sourcing and recruiting tools, finding a match between a company and a candidate is still all about the fit and relationships.

In his spare time, Eric is a Director and a coach for his local youth lacrosse league and he serves on his Township's Youth Sports Council with a mission to enable children to stay active and learn good sportsmanship and teamwork by participating in youth sports.

Eric is excited to again participate in this important program. He looks forward to sharing his experiences as an Executive Recruiter and Marketer and to continuing to learn from the current JGSM students, faculty and professional community.



Hayes Roth

Hayes Roth is founder of HA Roth Consulting LLC, a marketing consulting firm specializing in strategic positioning, brand development and design with particular expertise in non-profit and healthcare branding.

Founded in 2014, they have worked with such clients as the Catholic Medical Mission Board, Fluor Corporation, Hackensack Meridian Health System, KPMG, The Civil War Trust, the Council on Foreign Relations, the Consumer Bankers Association, the Braille Institute of America, Hudson Square, Mount Sinai Health Network, The Jimmy Fund, Hudson Square Business Improvement District and Dana-Farber Cancer Institute.

Previously, Hayes spent 19 years at Landor, where he was Chief Marketing Officer and led branding programs for Cleveland Clinic, Columbia University Medical Center, Citi, The Paley Center, ITT, United Negro College Fund, The PGA of America, The World Trade Center, One West Bank, City National Bank, Concern Worldwide, Royal Caribbean International and The Moody’s Foundation, among many others. In his role as CMO, Hayes led the development of the firm’s highly regarded “Breakaway Brands Index,” an annual valuation survey ranking brands who most significantly increased they’re value over time through brand-led initiatives.

His earlier career included eight years running his first marketing services company, Roth Marketing Communications Inc., and 15 years at ad agencies including Campbell-Mithun, Young & Rubicam and Saatchi & Saatchi, managing clients such as General Mills, General Foods, Merrill Lynch and Procter & Gamble.

Hayes regularly lectures at Cornell and Columbia business schools and is a former Adjunct Professor of Marketing at City College of New York. He holds a BA from the University of Miami and is an active member of the College of Charleston’s Department of Communication Advisory Council and Cornell Business School’s Marketing Executive Mentoring Program. Hayes is also on the board of directors for the ANA Educational Foundation and City College of New York’s Branding & Integrated Communications (BIC) Graduate Program.

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Jeffrey Rothman

Born and raised in New Jersey, Walgreens Boots Alliance executive Jeffrey Rothman first began his career in politics. After graduating from the School of Arts & Sciences at Cornell University in 1994 with a B.A. in Government, he worked in Washington, D.C. for then-Representative Robert Torricelli. But a more sun-filled life in southern California beckoned, and Rothman later found himself at the Anderson School at UCLA, from which he earned an M.B.A in marketing in 2001 and began his career in brand management.

After a four-year stint in brand management at Unilever, in 2006 Rothman was hired by Dannon to lead the launch of Activia Yogurt. Throughout 14 years at Danone, Rothman held numerous roles including international assignments in Paris, France and Bath, England. He spent his final six years at Danone leading marketing & innovation at the company’s US based yogurt division, responsible for a diverse portfolio of brands, corporate partnerships, and the company’s innovation program.

Today, Rothman is Managing Director of Global Brands Americas, Walgreens Boots Alliance’s stand-alone brand division in North America, which markets and sells leading skin care and beauty brands such as No 7, Soap & Glory and Botanics.

A certified managerial coach, Rothman enjoys playing tennis, running and guest-lecturing at the SC Johnson Graduate School of Management. He resides with his wife and two children in Nyack, New York.



Scott Sainsbury

Scott is enjoying his 39th year as President of Beacon Associates.

Beacon fortifies brand teams and senior leadership with the insights needed to define and achieve major growth goals. Beacon’s methods and Scott’s insights are valued for their actionability and impact.

Beacon has been privileged to provide insights support to leading companies, associations and institutions in CPG, hospitality, alcohol beverage, member association and education sectors. Beacon’s core strengths are in concept and product development, brand/consumer relationship definition and leveraging, positioning, and retail environment optimization.

Alongside his business pursuits, Scott has led a dual career in volunteer environmental leadership and service to youth and Cornell.

Over the years, Scott has led conservation activities for the Dallas Audubon Society, fought for fair water resource use in Texas as chair of the water resources effort of the Texas Committee on Natural Resources, been a 4-H volunteer, led the Vermont Quarter Horse Association and its youth division, chaired the national marketing committee of the American Quarter Horse Association and led the Board and Capital Campaign Committee for the North Branch Nature Center in Montpelier, Vermont.

A past member of the Cornell University Council, Johnson School Marketing Committee, and officer of the Cornell Club of Vermont,

Scott guest lectured at the Johnson School for ten years and taught an advanced marketing course on Guidance for Growth at the Dyson School. Scott helped the Cornell Botanic Gardens through its renaming. He conducted positioning work for both the Johnson and Dyson schools. And, is an enthusiastic supporter of Cornell’s Lab of Ornithology.

He and Pat, live on a farm in Vermont. They have worked to improve the health of the land, and forests. They use the property to provide a resource for youth and community activities... and as a gathering place for Vermont’s nature and political communities.

When there’s a little time left over — you’ll find Scott sailing his beloved J-35c, “Ringle” on Lake Champlain.



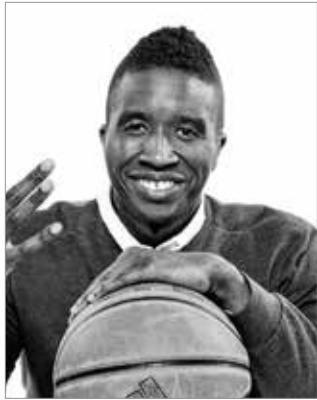
Robert (Bob) D. Schultz

Bob Schultz is the president of The CauseWay Agency, a purpose-driven, social marketing communications firm founded in 2008 that works exclusively with leading non-profit organizations and government agencies. Its mission is to advance causes for the greater good. Clients include the American Kidney Fund, ChildFund International, National Crime Prevention Council, National Fair Housing Alliance, U.S. Fund for UNICEF, U.S. EPA, U.S. HUD and the U.S. Department of Justice.

Prior to CauseWay, Bob was the senior vice president of The Advertising Council, where he oversaw a docket of over thirty five campaigns on a host of critical social issues. He is an expert in Public Service Advertising (PSA) campaigns, and has played a pivotal role in some of the nation’s most successful and enduring PSA campaigns. After the Ad Council, Bob was the managing director of Bozell-Eskew Inc., a pre-eminent issue advocacy advertising agency based in NYC and Washington, DC. Clients included Empire Blue Cross- Blue Shield and the Pharmaceutical Research Manufacturer’s Association of America.

Early in his career, he worked in brand management for Richardson-Vicks, Inc. (RVI is now part of P&G) on Vicks Nyquil and other healthcare products. Part of his time with RVI was spent in Dallas, Texas as a salesman, a requirement of the marketing training program. With this consumer packaged goods experience in-hand, he successfully transitioned to the advertising agency side, working for such notable agencies as N.W. Ayer Inc. (at the time, the oldest ad agency in America) on campaigns for healthcare, baby care and household cleaning products. Bob was later recruited to help manage the prestigious advertising account for BMW Automotive at Ammarti & Puris, Inc. He was responsible for overseeing some of the most memorable image and product advertising in the automotive and motorcycle categories.

Bob has his undergraduate degree in Consumer Economics from Cornell and his MBA from the Johnson Graduate School of Management. He is also the former President of the Johnson MBA Marketing Association.



Aaron Seabron

Aaron Seabron is currently the Senior Business Unit Director of adidas Baseball, based in Portland, Oregon. In this role he leads the development and execution of the baseball strategy globally. He directly oversees product marketing, sports marketing, and brand communications and works in close partnership with product development and design. Aaron joined adidas in April 2016 as the Director of Wholesale Strategy where he was responsible for the identification, development, and execution of strategic initiatives across the \$3.2 billion US Wholesale Business. In this role he developed and implemented cross-functional business concepts reflecting marketing, sales, and operations with key customers. Prior to joining Adidas, Aaron spent four years at General Mills in various brand marketing roles of increasing responsibility including Totino's Frozen Hot Snacks, Fiber One, Walmart, and Betty Crocker Baking Products.

Aaron earned his MBA from The Samuel Curtis Johnson School of Management at Cornell University in 2012. During his graduate studies he was a Roy H. Park Leadership Fellow and served as Chairman of the Johnson Student Council, and a Student Liaison to the Consortium for Graduate Study in Management. Prior to business school, Aaron lived in New York City and held positions in Non-Profit and Investment Banking at Management Leadership for Tomorrow (MLT) and Lehman Brothers. At MLT, he was responsible for the activation and renewal of 22 corporate partnerships across four industry sectors. During his tenure at Lehman Brothers, he led the execution teams for 12 global communications, media, and technology debt financing transactions valued at \$19.9 billion.

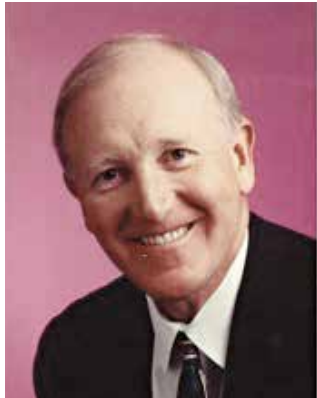
A native of Metro Detroit, Aaron studied Sports Management and Communications at the University of Michigan where he graduated with distinction in 2006. He is an advisory-board member for the Detroit-based fashion brand, Merit Goodness, and a member of the Cornell Johnson Recent Alumni Council. Aaron's personal interests include fitness and nutrition, fantasy sports, and he is a voracious reader.



Raja Subramoni

Raja Subramoni currently resides in Santa Barbara, CA with his wife, Sonia, and operates as a Marketing and Brand consultant with VNR Kensho Partners (a company he co-founded) He also works as an Angel Investor, and is a faculty member at both the University of California Santa Barbara (Masters in Technology Management faculty) and California Lutheran University (MBA faculty).

Raja has been a marketing professional for over 25 years, with extensive experience in brand management, product marketing, and customer insights & analytics. He has held senior leadership positions in several Fortune 500 companies including Procter & Gamble (Pepto-Bismol brand, Nyquil/Dayquil brands), Microsoft (Xbox, Xbox Live, Microsoft Game Studios), and T-Mobile USA. In addition, Raja has led large Marketing and Customer Insights organizations at Sonos, Inc. and REI (Recreational Equipment, Inc). Raja earned his MBA from the Johnson School in 1998. In 1997, Raja completed his internship at Procter & Gamble. Prior to business school, Raja spent 4 years working at United Airlines in Sales Planning. Raja has a bachelor's degree from Brown University, with concentrations in Political Science and International Relations. In his free time, Raja enjoys watching sports (especially football/soccer). He also enjoys running, cycling, and hiking.



Ronald Tidmore

Ronald W. Tidmore is a retired executive with experience in leading major consumer goods companies in highly competitive beverage and snack foods categories.

Previously, Mr. Tidmore held various senior management positions with the Pepsi-Cola Company and Frito-Lay, divisions of PepsiCo, Inc. At Pepsi, he was President of three different domestic divisions, including Pepsi USA where he was responsible for marketing and sales initiatives for Pepsi’s franchise bottler system. At Frito-Lay, Mr. Tidmore was the senior sales and marketing executive, including the company’s 12,000 person sales organization.

He has served on several boards including the National Soft Drink Association, Cystic Fibrosis Foundation of North Texas, the Dallas Citizens Council, and was a founding member of the Dallas International Sports Commission. He most recently served as chairman of the board of an Austin, Texas nonprofit organization, Believe In Me, an in-school program for at risk children.

Mr. Tidmore holds BBA and MBA degrees from the University of Georgia. He and his wife, Karen, live in Austin, Texas and Steamboat Springs, Colorado. They have two children and six grandchildren.



Peter J. Valenti III

Peter J. Valenti III is division president, Breast and Skeletal Health Solutions, for Hologic Inc. a medical devices company. His division represents over \$1B of revenue and is a leader in Mammography and Interventional Breast Health. Previously, he was a partner for a marketing strategy firm, The New England Consulting Group. Prior to this he served as North America president, Vision Care and corporate vice president and global president, Vision Care for Bausch + Lomb. In his global president’s role, he successfully led the turnaround of the Vision Care business from years of decline to significant growth. This was done behind a relentless focus on the customer, creating a market leading product pipeline, innovative marketing and overhauling the supply chain. He joined Bausch + Lomb in January, 2009. Bausch + Lomb completed its transformation as a private equity owned business as it was purchased at the end of 2013 by Canada based Valeant Pharmaceuticals.

Before joining Bausch + Lomb, Pete was vice president and general manager, Surgical Devices (U.S.), for Covidien, where he led sales and marketing strategy for its \$1 billion product portfolio from 2007 to early 2009. Another successful turnaround, Covidien Surgical’s growth was reinvigorated behind breakthrough new approaches to customer and channel and transforming the sales approach.

He earlier spent over 12 years with Johnson & Johnson, serving in a variety of U.S. and international roles managing consumer, pharmaceutical and device businesses. These included positions as vice president, Global Strategy, and vice president, U.S. Marketing, both in Vision Care. It was through innovative approaches to brand strategy and marketing that allowed Pete’s teams to generate transformational growth across numerous business and categories. Notably, reinvigorating growth in Children’s Tylenol, re-launching St Joseph’s aspirin as a heart regimen therapy, extending Imodium into a multi-category platform, transforming the Women’s Health segment to Intimate Health and repositioning K-Y into the main stream and, lastly, driving Acuvue Contact Lenses to a consumer insight driven marketing model with market leading digital and e-based approaches.

Before his career with Johnson & Johnson, he held several brand management roles with Procter & Gamble.

Pete received his MBA from the SC Johnson Graduate School of Management at Cornell University in 1992, and a Bachelor’s degree from the University of Connecticut. He lives in Connecticut and is happily married with 3 children.



Scott Wallace

Scott is President and Founder of Wallace Consulting LLC after having served in C level marketing roles across three industries including CPG, workplace apparel and financial services.

Scott is an expert Brand strategist, a positive change agent and a transformative business leader who gets results. A strong record of building revenue, share and profit growth driven by new product innovations, advanced demand gen campaigns leveraging sophisticated tools, differentiated value props and messaging, segmentation and tight collaboration with Product and Sales to build and grow powerful Brands. Adept at articulating a vision, formulating a winning transformation strategy, mapping a business plan to maximize return on investment and mobilizing a motivated and talented team to accomplish ambitious goals.

Most recently, Scott was VP Marketing for Deluxe Financial Services where he was a key member of the Executive Leadership team that catalyzed the transformation strategy that doubled revenues in five years, successfully completed over a dozen acquisitions, and shifted revenue from 90% checks six years ago to 60% FinTech today.

Prior leadership roles included:

- SVP Marketing of G&K Services, a \$1B leading provider of workplace apparel and services where he reported to the CEO with P&L responsibility
- VP Marketing & Communications for eFunds, a \$500M provider of debit payment processing, risk management and outsourcing services for financial institutions
- SVP Marketing for eCash Technologies, a VC backed electronic payments start up
- CMO for Integrion Financial Network, the online banking consortium for the top 20 banks
- SVP Marketing and Segment Management for PNC Bank

Scott spent the first half of his career in high visibility CPG marketing leadership roles at Frito Lay, Kraft and Keebler.

Scott received his MBA from the Johnson School at Cornell University and his AB from Dartmouth College. He lives on Lake Keowee in SC with his wife Priscilla.



Mark Weinstein

Senior Vice President & Global Head of Customer Engagement, Loyalty, and Partnerships Hilton

Mark Weinstein serves as Senior Vice President & Global Head of Customer Engagement, Loyalty and Partnerships at Hilton. He and his global team inspire customers to explore, experience and fall in love with the Hilton portfolio of nearly 6,000 hotels across 17 brands in 113 countries and territories by creating innovative programs, products and partnerships that drive engagement and accelerate commercial performance.

In this role, Mark leads Hilton Honors, Hilton’s nearly 100 million member global guest loyalty program. He is also responsible for Hilton’s global partnership network of over 130 strategic partners as well as the management of a global portfolio of co-branded credit cards. In addition, Mark oversees customer engagement, CRM and personalization for Hilton’s 17 hotel brands.

During his time at Hilton, Hilton Honors has been recognized and honored with numerous awards, including being twice named J. D. Power’s top loyalty program and awarded three Clio Awards.

Mark joined Hilton from MarketBridge, a sales and marketing strategy consulting firm and prior to that consulted for PricewaterhouseCoopers (PwC). He graduated from the University of Maryland’s Robert H. Smith of Business with degrees in marketing and finance.



Jason Whitney

Jason is the General Manager of IQVIA's US Consumer Health business. This portfolio includes FAN (Flu Activity Notification) and AAN (Allergy Activity Notification), Pollen.com, FluStar.com, ProVoice (the largest syndicated survey of healthcare professionals in the US) and other assets which help OTC manufacturers better target and optimize their consumer and professional marketing efforts based on condition prevalence by geography. In addition, ProVoice is the primary source of substantiating “#1 doctor recommended” claims for brands to use in advertising.

Prior to his current role, Jason was a founding team member at Rosetta, where he helped grow it from a start-up marketing consultancy to the largest independent digital agency in the US before its sale to Publicis in 2011. Jason led both the Strategic Consulting and Analytics practices, and helped develop and codify Rosetta's segmentation approach (including being named on multiple patents). Earlier in his career, Jason worked at both Accenture and First Manhattan Consulting Group.

Jason holds a BS in business management and marketing from Cornell University. He resides in Cherry Hill, NJ with his wife and 3 children, and can often be found jogging the streets, playing tennis, or at one of his children's sporting events.



Mike Wien

After spending 28 years in senior marketing positions with Frito-Lay, Pepsi, Omni Hotels, CitiBank and Deloitte, Mike Wien left the corporate world 16 years ago to become an adjunct professor of marketing and franchising academic advisor at Georgia State University, a consultant dedicated to helping people selling services become more effective at creating a competitive advantage and an Ironman Triathlete who is a regular competitor in the World Championship. This unusual combination of real life experiences has given Mike the content to write a book and develop a keynote speech that focuses on creating a competitive advantage. He weaves relevant stories from his business and triathlon careers into a speech filled with practical ideas for being more successful in attracting new customers and living a more fulfilling life.

Mike is the founder of The Specific Edge Institute, an organization dedicated to helping companies become more effective in growing their business. Mike specializes in helping franchisees responsible for growing a business create marketing and business development strategies and leverage the system wide marketing support to grow revenue. Mike helps franchises create competitive advantages by out-thinking and out-maneuvering their competitors instead of just outspending them. Mike's franchising experience beyond academia includes being Chief Marketing Officer for Omni Hotels worldwide when franchising was introduced into the system and director of field sales for Microtel, Hawthorn Suites, AmeriSuites, and Hyatt Place franchisees.

Mike has an MBA in Marketing from the Kellogg School at Northwestern University and a B.S in business from Colorado State University.

He is active in his community serving on four not-for-profit boards including USA Triathlon, the governing body for triathlons within the United States Olympic Committee.

On the competitive side, Mike has competed in 52 marathons including Boston (14 times,) and New York (8 times.) He has also completed in 16 Ironman triathlons including six World Championships in Kona, Hawaii. Mike is sponsored by Timex, Trek Bikes, Castelli Apparel, Blue Seventy wet suits and Rudy Project sun glasses.



Court Williams

Court Williams is Chief Executive Officer of HVS Executive Search with offices in New York, Vancouver, San Diego, Los Angeles, Orlando, Miami, Baltimore/Washington DC, Atlanta, Hong Kong, London, Frankfurt and Dubai. Court is based in New York and has over 29 years of retained Hospitality Executive Search experience within the Hotel, Restaurant, and Travel/Leisure industries.

He began his career in the Hospitality industry after graduating from Cornell's Hotel School gaining operational experience prior to launching a career track in Human Resources. Having gained experience in executive recruitment from the brand side, the desire to work with a broader range of hospitality clients led Court to a career in retained executive search beginning in 1990.

Court has expertise in leading senior hospitality executive searches across all functional areas including Board Director, CEO, Operations, Human Resources, Marketing, Finance, Real Estate Acquisitions, Revenue Management, Development, Culinary and Supply Chain. His client base includes private equity firms, hotel management companies, restaurant companies, and leisure venues. In 2017 he launched an Organizational Development Division at HVS Executive Search to support the practice with Executive Assessments, On-Boarding programs, Leadership Development Workshops and 360-degree Reviews with the introduction of Sheetal Singh, Ph.D. as a HVS Alliance Partner.

Court also leads the global growth strategy for HVS Executive Search. He has been a sought-after speaker and panelist for hospitality industry events as he has enjoyed great success working closely with clients going through an organizational and cultural change, which is a leading topic in the hospitality industry today.

Court remains an active Cornell alumnus and is a student coach with Cornell University's Hospitality Leadership Development Institute, as well as the SC Johnson Graduate School of Management's MBA Marketing program. Court earned his Bachelor of Science degree in Hotel Administration from Cornell University.



Kris Woolery

Kris Woolery deeply enjoys finding ways to unlock creativity, whether it's an approach to research, problem solving or working collaboratively. This has enabled her to pivot many times throughout her career. Her path has been unconventional. She completed an undergraduate degree in women's studies at Mount Holyoke College, then continued on to receive a master of science in community development at UC Davis with a specialization in ethnic and cultural diversity.

The first half of Kris's career was in the nonprofit sector. She designed and directed experiential education programs for youth in the San Francisco Bay Area and Washington, DC. The program content varied from HIV prevention to anti-oppression education to cooking from scratch, but the approach was always rooted in participatory design and popular education.

A decade later, in an effort to make a major career shift, she returned to school to complete an MBA at the Johnson School with a concentration in brand strategy. The real magic happened when Kris realized that the skills she honed working with teenagers and grant makers were impactful when used in collaboration with designers and clients. Group facilitation, co-creation, and participatory design quickly found their way into her approach to design research, strategy, innovation workshops, and client engagements.

In January, Kris joined Aruliden, an independently owned brand and product design agency with offices in NYC, SF and Amsterdam. As the Associate VP, Strategy, she is focused on growing strategic partnerships with clients (blue chip to startup founders) and leading a small team of brand strategists involved in projects ranging from beauty to health care.

Prior to Aruliden, Kris spent 4 years at Microsoft. While on the Inclusive Design team, she was responsible for the evolution of the "Inclusive: A Microsoft Design Toolkit," a strategy for scaling inclusive design practices within Windows and Devices group and beyond.

She was a principal brand strategist at frog where she deepened her expertise in design research and experience strategy. Prior to frog she was a strategy director at Hornall Anderson, where she first established her career in brand strategy working across industries on projects ranging from brand development to packaging graphics.





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The Hotel School
Johnson



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