2017 Food Industry Summit
Disruptive Innovation in Food Marketing
Tuesday, October 10, 2017

8:00 – 8:30 AM  Breakfast and registration

8:30 – 8:45 AM  Dr. Joseph DiAngelo
Dean, Haub School of Business, SJU Welcome

8:45 – 9:30 AM  Larry Levin
EVP Consumer & Shopper Marketing - IRI
Food/CPG new product and market trends

9:30 – 10:15 AM  Scott Aakre
VP of Innovation & Insights – Hormel
How Hormel views innovation and the changing consumer

10:15 – 10:45 AM  Networking Break (30 min)

11:30 – 12:15 PM  Ernest Baskin, PhD
Assistant Professor, Food Marketing SJU
Google & Food

12:15 – 1:15 PM  Lunch & Networking

1:15 – 2:00 PM  Shauna MacNeil
Director, Symbotic
How robotics are improving the food/CPG supply chain

2:00 – 2:15 PM  Break

2:15 – 3:00 PM  Steve McMahon
CEO, Saladworks
Fast Casual – From Data & Insights to Disruption & Innovation

3:00 – 3:45 PM  Steve Henig
VP Digital Commerce & Analytics, Wakefern
How Shop Rite is addressing the changing grocery shopper
Larry Levin
Executive Vice President, Consumer & Shopper Marketing
IRI

Larry Levin has spent his entire career in market research, leading engagements for many of the world’s largest manufacturers and retailers including Pepsi, Coke, Lexus, Porsche, Nissan, Infiniti, Starbucks, Audi, Microsoft, and Disney, just to name a few. The first three decades of his career were spent at Synovate (formerly Market Facts), where he held a number of positions, including head of Global Automotive, executive director of International New Business Development and leader of two global conferences — one in Beijing and one in Cairo.

Following his tenure at Synovate, Levin joined TNS as head of its Consumer Sector. He was quickly elevated to president of Client Services and Relations, where he and Bob Tomei, current president of IRI’s Consumer & Shopper Marketing, co-led its North American business.

In February 2010, Levin joined IRI to lead its Survey Solutions group and was then promoted to run its overall Consumer Insights business. He also led IRI’s Business Development – New Solutions until he was named executive vice president of Consumer & Shopper Marketing in 2016.

Levin is a frequent speaker at a number of industry events, including Shopper Marketing, HOP—State of Mass Beauty, FMI, New Products Innovation, NFRA and CSP and has been a guest on Bloomberg Television’s Surveillance program as well as quoted in numerous periodicals.

Scott Aakre
Vice President of Corporate Innovation, New Product Development and consumer/shopper insights at Hormel Foods.

In this role, Aakre focuses on connecting consumer and retailer insights to the growth and new product initiatives for the entire company.

Aakre joined Hormel Foods in 1990 as an assistant product manager and quickly advanced to associate product manager in 1991 and product manager in 1992. After working as a district sales manager in Philadelphia for one year, Aakre returned to the Corporate Office (Austin, Minn.) in 1995 to become senior product manager of meat products. He was promoted to group product manager of meat products in 1998. In 2003, Aakre became group product manager of Grocery Products and was promoted to director of marketing for Grocery Products later that year. In 2005, he was promoted to vice president of marketing for grocery products. He assumed his current position in 2011.

A Minnesota native, Aakre earned a bachelor’s degree and a master’s degree in business administration from the University of Minnesota.

He is actively involved in the local community in multiple organizations and served with the Mower County United Way for more than 10 years.

Kevin Coupe
Editor, Morning News Beat

Kevin Coupe has been a working writer all his professional life, and for the past two decades has been bringing to audiences all over the world a wealth of experience, sharp storytelling skills, provocative and contextual insights, unique worldview and serious levity about the world of business and consumers.

He is the author of “Retail Rules! 52 Ways To Achieve Retail Success,” a guidebook for competing effectively and efficiently on Main Street. And he is the co-author, with Michael Sansolo, of “The Big Picture: Essential Business Lessons from the Movies,” which uses film narratives to teach about leadership, marketing and surviving the workplace.

For almost 16 years, he’s had his own website/blog — MorningNewsBeat.com — that was launched almost before the word “blog” was coined. MNB provides what Kevin calls “business news in context, and analysis with attitude” to some 35,000 subscribers all over the world. An independent survey ranked MNB as the “top industry news and information site.”

Kevin now is the co-host, with Tom Furphy, of a new podcast, “The Innovation Conversation,” based on a long-running and popular MNB column.

Kevin also is an adjunct faculty member of Portland State University’s Center for Retail Leadership in Oregon, where he has been teaching a summer marketing course for five years.

In addition to speaking at hundreds of conferences in the U.S. and abroad and reporting from 49 states and six continents, Kevin has worked as a daily newspaper reporter, magazine writer and editor, video producer, bodyguard, and clothing salesman. He has supervised a winery tasting room (happily), run two marathons (slowly), driven a race car (badly), learned to box (painfully) and acted in a major (but obscure) motion picture.

At present, Kevin is working on a sequel to “The Big Picture,” a novel, and a screenplay (that he describes as being a “black comedy about forward buying, just-in-time deliveries and slotting allowances”). He is married with three grown children, and lives in Connecticut.
Shauna MacNeil
Director, Business Development, Symbotic

Shauna MacNeil is director of business development at Symbotic, a leading provider of proprietary, autonomous robotics and innovative software based solutions that reinvent distribution centers. Shauna has been with Symbotic for five years and has leveraged her ability to grasp new technologies and markets quickly as the company and product have continued to evolve and scale. Currently, Shauna is focusing on responsible for managing internal cross functional teams for all pre-sales activity, from early concepts, to proposals, pricing and contracts.

An experienced technical professional with proven global product management skills, Shauna has worked in a variety of tech industries including telecommunications, fuel cell and warehouse automation. Her roles have ranged from product management and program management to product marketing, and she’s led cross functional teams through mergers, acquisitions and periods of high-growth.

Shauna has a Master’s of Science in Technology and Innovation from Boston University and a Bachelor’s of Industrial Engineering from Dalhousie University (Nova Scotia, Canada).

Steve McMahon
CEO, Saladworks

Steve McMahon is CMO for Saladworks, franchisor of America’s first salad-centric, fast-casual concept and leading entrée salad destination. He leads all aspects of branding, marketing and new product development for the chain. Steve’s reintegration into corporate America follows a twelve-year hiatus, during which he led his own management consulting practice, Insight Out. He provided clients with direction in research, analysis, strategy and branding, with a focus on clients in food, beverage, retail and foodservice, especially chains with multi-unit operations. His clients included brands like Aramark, Bob Evans Restaurants, Choice Hotels, Coca-Cola, Hershey, HoneyBaked Ham, Kangaroo Express and MillerCoors, among others. In corporate America, Steve was a change agent. Steve was Vice President of Strategic Planning & Marketing for Aspen Dental, one of the largest retail healthcare companies in the country. His geo-demographic regression model for market expansion helped the firm to grow from under 50 offices in 2003 to over 600 dental offices in more than 35 states today. Before that, Steve was CMO at Cinnabon, where he created a licensing business unit, which later led to the brand’s acquisition by Focus Brands. According to Ad Age, licensing and co-branding for everything from Cinnabon vodka to lip balm accounted for 75% of the company’s one billion dollars in sales as of five years ago.

Prior to Cinnabon, Steve spent twelve years at The Coca-Cola Company, serving in multiple marketing leadership roles, and departing as Managing Director, Coca-Cola North America. He also co-led the Global Coca-Cola Brand Group, and later created and led the Consumer Insights Group, which consulted with leadership at over 35 foodservice chain customers, and evolved into what is known today as the Coca-Cola Knowledge & Insights Group. Steve earned a BS in Applied Economics & Management from Cornell University and MBA from UNC-Chapel Hill. He has served as Adjunct Professor of Advertising at Syracuse University’s Newhouse School of Public Communications.

Steve Henig
Vice President, Digital Commerce & Analytics
Wakefern Food Corp.

Steve Henig started at Wakefern in 1988 in a part-time position in General Merchandise. He joined the company’s Leaders in Training (LIT) program in 1991 as a management trainee and advanced through the Dairy/Deli, General Merchandise, and Grocery Marketing divisions, holding various manager positions before being named director of the Non-Foods Division in 2004. He was named Vice President of Corporate Merchandising in 2010 and the following year Marketing was added to his title, with responsibilities that included private label product development and lifestyle marketing.

In 2016 Steve was promoted to vice president of Digital Commerce & Analytics, where he is responsible for ecommerce initiatives and data analytics for one of the fastest growing parts of the company.

He obtained his Bachelor of Science degree in Political Science at the College of New Jersey (TCNJ) and his MBA at Monmouth University. In addition to his responsibilities at Wakefern, he is currently an adjunct Marketing professor at the College of New Jersey.

He served on the board of GMDC (Global Market Development Center) from 2008-2010. Steve resides in Millstone, NJ, with his wife Jill and their three children.
Faculty:

**Ernest Baskin**
Assistant Professor

Ernest Baskin is an expert in consumer behavior and marketing research. His research focuses on consumer judgment and decision making with a particular interest in environmental effects on judgment and choice. Within this domain, he strives to work on ideas that have both practical and theoretical implications. His work has been published in journals such as Journal of Consumer Research and Journal of Marketing Research and has been extensively covered in the popular press in outlets such as the Chicago Tribune, Lifehacker, and The Atlantic.

He has worked extensively with a variety of firms on major marketing and behavioral initiatives, including Google, PepsiCo, Activision, TIAA-CREF. Prior to joining Saint Joseph’s, Ernest worked as a marketing consultant at ZS Associates in Philadelphia, PA and advised on marketing efforts, market research and mergers for a number of major pharmaceutical companies.

**George Latella**
Visiting Professor

George Latella recently celebrated his 25th anniversary of teaching at SJU. He has taught undergraduate, graduate, and executive MBA over that time.

He brings 20+ years of Sales/Marketing executive experience into the classroom. Key positions included: Director of Key Accounts, Director of National Sales/New Business Development, Director of Customer Relations/E-Commerce, & Director of Marketing.

Recent articles include “Execution and Decision Point Shopper Engagement” and “Talking Shop” for Grocery Headquarters. He has also written articles on Brand Strategy, Food Marketing Strategy, & Segmentation for Heady Times.

He also consults for Beacon Marketing Group which provides strategic solutions for companies through Planning, Marketing Communications, Direct Marketing, E-Commerce, and Quantitative Research.

**Mark Lang**
Assistant Professor

Mark Lang has been a professor of Food Marketing since 2008. Prior to SJU, Professor Lang worked for over twenty years in food marketing and retailing. Most recently, he was corporate Director of Marketing & Research at Publix Super Markets for over 10 years.

Professor Lang has been responsible for hundreds of research projects and has surveyed over one million customers. He has led the development and promotion of several hundred different products. He has worked extensively with brand strategy, package design, pricing, advertising, promotion, merchandising, store design, and service execution.

Mark Lang holds a Masters in Business Administration and a Bachelors degree in Economics from York University in Toronto and a Ph.D. in Marketing from Temple University in Philadelphia.

Mark’s areas of interest for research, teaching, and consulting focus on food products marketing research, strategy, and retailing.

**Emily Moscato**
Assistant Professor

Emily Moscato built a career in advertising and public relations account management prior receiving her Ph.D. from Virginia Tech. Dr. Moscato focuses her research on consumer well-being and consumption communities. She has a particular interest in using alternative data gathering methods for collecting consumer insight and motivating positive change. Her current research includes understanding how consumer interpret the food label natural and how the food system, including consumers, perceive food waste. Her work has been published in *Journal of Public Policy & Marketing* and in the book *Understanding Food Loss and Waste Across the U.S. Supply Chain*. Dr. Moscato was named in *The Griffin Report’s Women of Influence in the Food Industry for 2016* and currently holds the Gerald E. Peck Fellowship. In her role as the Peck Fellow, she is working with the International Foodservice Distribution Association (IFDA) exploring recruitment and retention challenges and opportunities.

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**Dr. Stephen Porth**
Professor

Dr. Stephen Porth is Associate Dean and Professor of Management of the Haub School of Business at Saint Joseph’s University. He is responsible for managing graduate business programs in the Haub School and serves as the chair of the Food Marketing Department.

Dr. Porth is Senior Editor of the *Journal of Jesuit Business Education*. His research and teaching interests are in the areas of strategic management, leadership, management consulting, and business ethics. Dr. Porth is also a management consultant, specializing in leadership development and strategic management programs. He has written two books, one of which is now in its fourth edition and has been translated into Chinese, and he has published extensively in management journals, including the *Journal of Operations Management, Journal of Management Education, Management Decision, Journal of Organizational Change Management, International Journal of Production Research*, and *International Journal of Operations and Production Management*.

Dr. Porth serves as Treasurer on the Board of Directors of Nutritional Development Services and as President on the Board of Trustees of Country Day School of the Sacred Heart. He is past president and a current board member of the Colleagues in Jesuit Business Education.
John L. Stanton  
Professor  

John L. Stanton has been teaching at SJU for almost 30 years and has held many executive positions in the food industry. He is currently on the Boards of Directors of a number of food companies and has received an honorary degree from a major European university for “his contributions to food, nutrition and health.” Dr. Stanton has published over 60 academic articles including the Journal of Marketing Research and SCIENCE. He has spoken to most of all the major food associations in the world. Dr. Stanton is a well known expert witness in food related court cases and has appeared national TV such as CNN.

Sara Williamson  
Assistant Professor  

Sara Williamson offers over a decade of professional experience in sales and marketing within both private and public sectors, and has worked with stakeholders along the food value chain. Before joining the faculty at Haub, she served as an OTC Animal Health Product Manager for the growing food and biotech company Neogen Corporation, a Marketing Supervisor for Value Added Foods at the Kentucky Department of Agriculture, and a Senior Extension Specialist in Local Food Marketing for the University of Kentucky USDA Cooperative Extension Service.

Dr. Williamson is a formally trained experimental researcher with emphasis on contextual cues that influence food-specific behavior such as choice, consumption, sharing, and disposal. She earned her Ph.D. in Business Administration – Marketing from the City University of New York’s Zicklin School of Business at Baruch College. She has also earned a Bachelor of Science degree in Agriculture from Murray State University and a Master of Science degree in Agricultural Economics from the University of Kentucky.

Ferdinand Wirth  
Associate Professor  

Ferdinand Wirth joined SJU in 2008 after spending ten years as a University of Florida faculty member. He has more than 20 years of marketing experience in industry and government, including service as the Administrator of Agricultural Marketing and Development for the Delaware Department of Agriculture.

Dr. Wirth has a B.A. degree with dual majors in Biology and Psychology from the University of Maryland Baltimore County (UMBC), an M.S. in Agricultural Economics from the University of Delaware, and a Ph.D. in Agricultural Economics from Louisiana State University, with Ph.D. minors in both Marketing and Economics.

Dr. Wirth is currently serving as the Academic Director for the SJU Food Marketing Cooperative Education Program. He is an applied behavioral marketing economist; the focus of his research program is providing market intelligence for agricultural producer groups and agribusinesses. His research program has generated more than $1.2 million in external funding, a book chapter, 26 refereed journal articles in a variety of marketing and agricultural journals, 72 invited and selected presentations at professional meetings, and 32 presentations to commodity and community organizations.

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Food Marketing Department

We are now in our 55th year of Food Marketing Education at Saint Joseph’s University. During that time we have provided food marketing education to undergraduate and graduate students, performed research, supported government initiatives, and been a key thought leader on issues affecting food marketing. Many of our graduates are in leadership positions throughout the food industry at manufacturers, brokers, retailers, foodservice, distributors, and agencies. We remain the world’s premier academic and most comprehensive Food Marketing program.

For more information, contact:
Dr. Stephen Porth, Chair of Department of Food Marketing, at 610-660-1638 or sporth@sju.edu

Academy of Food Marketing

The Academy of Food Marketing was established in 1962 to raise awareness for the enormous career possibilities in the food industry and to support the department of Food Marketing and the Campbell Collection. Here are some important facts about the Academy:

• The only wholly industry-supported program of its kind in the U.S.
• Board of Governors made up of senior industry executives
• Over 3,500 graduates in leadership positions in food industry
• More than 85 companies recruit annually on Saint Joseph’s University campus
• We provide scholarships, Co-op, internship, and job placement services

For more information, contact: Joe Bivona at 610-660-1605 or jbivona@sju.edu

Food Marketing MBA/MS Programs

Saint Joseph’s Food Marketing MBA/MS programs are designed for rising leaders in the food, beverage, consumer packaged goods, and foodservice industries. It’s the only graduate program of its kind available through an AACSB-accredited business school with both in-person and online classroom options. Students are joined by other industry professionals and accomplished faculty in dynamic and interactive classrooms. SJU’s Food Marketing MBA courses are offered in a seminar style, where students play an active role in the learning process. The curriculum is structured to remain topical and relevant to shifts and trends in the food, consumer packaged goods, beverage and foodservice industries. The flexibility of the program enables students to move at their own pace in Friday-Saturday courses at the CHUBB Hotel and Conference Center in Lafayette Hill, PA or by enrolling in monthly online classes in virtual, globally-accessible classrooms. Students may self-select which weekends or months to attend classes. Students may earn an MBA or MS in Food Marketing in as little as 24 months.

For more information, contact:
Terese Waldron, Director, at 610-660-3150 or twaldron@sju.edu
Kathy Klarich, Program Manager, at 610-660-3155 or kklarich@sju.edu

Haub Centers for Professional Development and Food Marketing

The Centers for Professional Development and Food Marketing, housed within the Haub School of Business at Saint Joseph’s University, blend academic excellence with real-world expertise to create a transformative learning experience for organizations and individuals. We leverage the full resources of Saint Joseph’s University to create highly engaging programs that immediately encourage professionals to become forward and creative thinkers, who are better prepared for change, who handle challenges and embrace opportunities, and who are excited about the future of their organization and industry.

The Center can collaborate with you to develop unique programs built for your organization’s culture, traditions, and beliefs, putting your company’s values into the classroom; or individuals can participate in our new open enrollment programs offering certifications in conjunction with the Project Management Institute (PMI), the Category Management Association (CMA), or the International Coach Federation (ICF).

For more information, contact
Maura Shenker, Director, at 610-660-3485 or mshenker@sju.edu