

Smeal MBA Advisory Board
Member Bios
2013/14

Kevin Callanan currently with Apple. He previously served as Director and head of World Wide Services Procurement at Dell and is currently based in Shanghai. Kevin manages a global team that is responsible for all procurement activities for Dell's Global Services managing all of Dell's ODM and OEM relationships globally for all LOB's and products. During his career at Dell Kevin managed Dell's notebook repair and parts fulfillment division for North America and their onsite field repair service division for the U.S.

Prior to joining Dell in 2007 Kevin enjoyed a successful career as a corporate attorney and litigator in New York City where he was a CEO and Partner of a New York based law firm. His legal experience ranges from complex litigation, contracts, licensing, intellectual property, and business development. Kevin served as Senior Vice President of Gemini Pharmaceuticals overseeing operations including procurement and business development functions. Kevin lead the development of Gemini's Nutraceutical Division to become one of the most recognizable privately owned manufactures in the in the industry. Kevin has also been involved in a number of successful start-ups companies in various industries including health and beauty, restaurant/bar, fashion and e-commerce. Some notable start-ups include Vitagem, System Technologies, Coyote Development Company, Go2Athlete.com and FashionStarved.com.

Kevin was born in The Bronx, NY and grew up in New York City and Long Island. Kevin attended the State University of New York at Albany where he graduated as the Valedictorian of the College of Social and Behavioral Sciences, earned a J.D. from New York Law School where he was a distinguished member of their nationally renowned Moot Court Team, and earned his MBA from The Pennsylvania State University where he served as President of the MBAA Association and currently serves on the MBA Advisory Board and is a member and liaison for Penn State's Center of Supply Chain Research.

Robyn Fisher Conrad – Robyn is currently at Michelin North America in Greenville, SC, as Director of Marketing for the Agriculture and Construction business. She leads all North American Marketing functions, including strategy & positioning, distribution, communications and product development, and manages eight direct reports. She joined Michelin in 2008 as a Senior Marketing Manager in the passenger car tire business, working on designing and implementing a new consumer segmentation for the \$4B business, then managing all direct consumer touchpoints (advertising, digital, influencers and motorsports) with a \$70M communications budget. In this role she led development, testing and execution of the current global ad campaign, which delivered the highest engagement, enjoyment and persuasion on-air testing scores of any Michelin advertising spot.

Robyn worked at Starbucks Coffee Company in Seattle, WA, from 2005 to 2008 as Senior Marketing Manager for Global Consumer Packaged Goods, first on Seattle's Best Coffee in the US, where she secured new channel distribution in Club and Wal-Mart, resulting in an incremental \$10M in sales, before becoming responsible for the entire Starbucks portfolio for Canada.

She also held various Brand Management roles at The Hershey Company from 1997 to 2005: (1) Led the Kisses Wrap Improvement Team (1998 Silver Medal winner-Continuous Improvement) which significantly improved wrap quality and reduced consumer complaints; (2) Co-managed Easter Season (second largest) and drove top-line sales by 5% (2001) and increased share by 1.5%; (3) Led cross-

functional team in the development and sales launch plan for new Mini Reese's Pieces, which delivered a 35% total franchise increase in volume; and (4) Recommended and gained agreement to test a new snacking platform within confection to include brand positioning focused on a large, unmet consumer need with a potential for increasing portfolio sales by 2x.

Upon graduating from the MBA program in 1995, Robyn joined the Executive Development Program with GTE (now Verizon) as a Finance Associate, rotating every six months to various business units and functions across the GTE network, including: Budgets & Results, Mergers & Acquisitions, and finally Product Management with GTE Wireless in Atlanta, where she assumed a full-time role as Product Manager until late 1997.

Robyn also holds a B.S. in Economics from Penn State University.

Megan DeStefano works for E.I. du Pont de Nemours in Wilmington, DE. She is currently a global consumer segments marketing leader for DuPont Nutrition and Health, a \$3B business unit focused on feeding the world with nutritious, high quality, and safe food. In 2011 DuPont acquired a large food ingredients company, Danisco, and Megan was an integral part of the integration planning and execution. During 2012, Megan led a team of 10 people who examined three businesses united through acquisition and developed a new combined business model and go-to-market strategy.

Megan started her career in DuPont as a member of the Marketing Leadership Development Program (MLDP). While in the MLDP, Megan had three marketing roles. From 2010-2011 Megan led global marketing for DuPont Qualicon – a food safety diagnostics business. In this role she led all aspects of product management, communications, competitive intelligence, and demand planning. During this time she implemented a customer loyalty program and customer segmentation which improved business profitability and the business grew over 8%. From 2009-2010 Megan was global product manager for Qualicon, managing \$45M in business. While a product manager, Megan launched three new products and grew the business 7%. Megan's first role with DuPont was as marketing specialist for DuPont Fluoropolymer Solutions – a polymers business. During this time Megan led competitive strategy for the Teflon® business. She identified and pursued a \$110M opportunity for a new technology in emerging regions. And she developed sustainability strategy and messaging based on lifecycle assessment to keep the value chain and consumers engaged with the Teflon® sustainability story

Megan began her career as an advertising professional, working in client services for Euro RSCG. While there, Megan served a number of large clients including Time Warner Cable and Nextel. For Road Runner Business Class, a segment of Time Warner Cable, she led the strategy development and execution of national customer acquisition campaigns which resulted in a 300% increase in sales leads.

Megan received her MBA from The Penn State University Smeal College of Business in 2007. While at Penn State she was President of the Women's MBA Association and an active member of Net Impact and the Marketing Association. She received a B.A. in Management with a concentration in marketing from Hood College in Frederick, MD. She and her husband Matt are happy to call Havertown, Pennsylvania home.

Dina Galeotafiore is Senior Vice President of Human Resources for NBCUniversal. In this role, Dina oversees all human resources responsibilities for NBCUniversal Broadcasting, Content Distribution, Media Works, and Corporate Functions. Prior to accepting the role of SVP, Human Resources for NBCUniversal, Dina served as Vice President of Human Resources for Comcast's programming division, where she led the human resources function for the owned cable networks. At Comcast Cable, before joining the programming division, Dina led all aspects of labor relations, employee relations, and served

as HR field liaison for Comcast's human resources professionals.

Dina joined Comcast in 1994 from Monmouth/Riverview Cablevision Associates. A telecommunications and entertainment industry veteran with over 28 years of Human Resources experience, Dina has held increasingly responsible positions, developing areas of expertise in staff development; employee and labor relations; and culture integration, gained through mergers and acquisitions of varying size and scope.

In addition to being an active member in Women in Cable & Telecommunications (WICT) and a graduate of WICT's prestigious Betsy Magness Leadership Institute (Class XV), Dina served on the board of The Cable and Telecommunications Human Resources Association (CTHRA) from 2006 through 2009. Dina has also served on various boards and committees, including the Women's Initiative of the United Way and the Support Center for Child Advocacy, both within the Philadelphia region.

Dina earned a Bachelor of Arts Degree from Montclair State University and graduated from the Smeal EMBA program in 2011. Dina is a member of the International Honor Society of Beta Gamma Sigma. She resides in Ocean County New Jersey with her husband, Michael and their four children – Michael Jr., Nicholas (PSU '14), Gianna and Julie.

Mani Gokarnesan recently re-joined TOTALogistix, Inc., a boutique supply chain consulting firm as the Director of Supply Chain Solutions. Mani leads the supply chain consulting practice and focuses on business development and delivering client solutions. Prior to this role, he was a Supply Chain Strategy Senior Consultant with Deloitte Consulting. Mani has hands on experience in end-to-end supply chain planning, retail channel management, supply chain assessment and transformations, distribution network design, transportation modeling and negotiations, 3PL selection, RFP and RFI processes.

Mani's clients include Hitachi, Activision Blizzard, Level 3 Communications, Emerson, Footlocker, Sports Authority, HEB, PA Liquor Control Board, United Phosphorous Inc., Pall Corporation and Constellation Wines.

Mani is a 2006 graduate of the Smeal MBA program with a concentration in Supply Chain Management. Mani also has a Masters degree in Electrical Engineering from Texas Tech University. He currently resides in Sparta, NJ.

Charles Gulati (on leave), is the General Manager and Partner of Fidelity Technologies Corporation. Chuck along with his two brothers, own and operate Fidelity Technologies Corporation (FIDELITY), a leading global supplier of quality services and products to Government, Department of Defense, and commercial clientele in the areas of simulation and training, field services support, military and aerospace manufacturing, and meteorological products and systems. Headquartered in Reading, PA with approximately 700 employees and 30 field sites throughout the world, FIDELITY has grown at a compounded annual growth of over 21% since 2003. In 2010, FIDELITY was number one on the list of Greater Reading, PA Top Businesses and one of Inc. Magazines top 5000 fastest growing privately held companies in the United States.

As General Manager, Chuck is responsible for the company's Military and Aerospace Business Unit. With a background in strategic planning and market development, Chuck assumed leadership of this division in 2006 as part of a corporate decision to revitalize static assets.

Chuck led the development and implementation of strategic business plans to grow the division, focusing on analyzing, targeting, and developing strategic bidding opportunities for government contracts. As a result of these efforts, the division has grown rapidly along with FIDELITY's other business units,

contributing to a balanced and diversified corporation. In 2007, Chuck led the proposal effort for the capture of the largest contract in company history with a value of \$124 million over 5 years. As a result of this contract and other efforts, Chuck's division has grown new business from approximately \$500K in 2006 to over \$40M and revenues from \$1M to \$30M.

Prior to this position, Chuck served as Marketing Director for FIDELITY's Simulation and Training Business Unit. In this position, he participated in an international marketing drive, which resulted in the acquisition of several multi-million dollar contracts.

Chuck received a Bachelor of Science degree from West Chester University in 1995 and a MBA from the Pennsylvania State University Smeal College of Business in 2006.

He currently serves on the board for the Penn State Smeal MBA Program and the Silver Springs Martin Luther School, a school which promotes trauma recovery and family reunification in a nurturing and healing environment with a quality educational program. Additionally, he has served as a board member for the National Defense Industry Association and remains an active member of the Association of the United States Army.

Chuck resides in Gilbertsville, Pennsylvania with his wife Jennifer and four children, Alexandria, Casey, Jesse, and Christian.

Annie Guzek is a Director in the Strategy & Portfolio Management (SPM) group at Pfizer Inc, headquartered in New York, NY. Pfizer is the world's largest biopharmaceutical company with businesses spanning human health, animal health, consumer products, and vaccines.

In her role, Annie manages multiple asset teams by helping to optimize internal and external investment and development decisions for the Pfizer portfolio of products. This role involves a combination of decision analysis, financial valuation modeling, business development, and strategy to guide and prioritize investment decisions across the Pfizer portfolio. Annie specializes in Oncology investment decisions and serves as the lead for the Hematology franchise. Prior to her current role in SPM, Annie completed Pfizer's Finance Leadership Development Program. She completed assignments in Financial Planning and Analysis, Business Development, Finance Operations, Emerging Markets Financial Planning, and Corporate Tax Transfer Pricing. Annie also completed her internship at Pfizer working with the Worldwide Procurement group. Examples of projects completed include:

- Leading the divestment process for multiple research sites, both domestic and international; recommendations spanned sale, donation, and site spin-off
- Identifying opportunities for early scientific research innovation at startup ventures and innovation incubators
- Leading development of an Intellectual Property funding model and business process to execute international R&D charge backs among legal entities in support of Pfizer's tax strategy
- Proposing and executing a strategic recommendation to reduce spending for customer service center support by 10-15%

Annie completed her MBA in 2007 with three concentrations: Corporate Finance, Corporate Innovation and Entrepreneurship, and Strategic Leadership. Annie was an active member of both the Women's MBA Association and the MBA Association, serving as Vice President of Alumni Relations. In addition to coursework and associations, Annie was a graduate assistant for the Farrell Center for Corporate Innovation and Entrepreneurship.

Prior to joining the class of 2007, Annie was the Controller for a small healthcare staffing and recruiting firm in Philadelphia, PA. She completed her undergraduate degree as a three-sport athlete at Dickinson College in Carlisle, PA, earning All America honors in Women's Basketball and All Conference honors in both Track & Field and Soccer. Annie currently resides in New York.

Toni Huang, is a senior manager at Dell, Inc. leading strategic initiatives for relationship online business. Her previous roles at Dell included operation management as well as global project management.

Prior to Dell, Toni worked at Kennametal's operation in Shanghai China. During her years at Kennametal, she was leading internal sales team that supported the Greater China market. She was also involved in assessing acquisition candidates and starting a new manufacturing facility.

Toni received her bachelor's degree from University of International Relations in Beijing China. She is a 2005 MBA graduate from the Smeal College of Business at Pennsylvania State University, where she also earned a master's degree in manufacturing management.

Suzanne Jones has spent the last 16 years of her career in various sales and marketing roles at The Hershey Company. Her experience includes developing brand management strategy for the Hershey's Kisses and Hershey's Bliss brands, creating package graphics architecture across Hershey's chocolate portfolio of brands, and developing sales communication and execution strategy for all brands within the US market. Suzanne is currently Director, Global Chocolate Innovation at The Hershey Company, where she is responsible for development of new product platforms within chocolate confectionery for Hershey's US, America's and Asia regions. Within her Innovation role, Suzanne leads a cross functional team of innovation experts, including marketers, consumer researchers, R&D scientists, financial analysts, and operational engineers. Together, her team analyzes global trends to deliver new confectionery products grounded in deep consumer attitudinal and behavioral insights that meet Hershey financial requirements while leveraging the power of Hershey's iconic brand portfolio.

Prior to her role as Global Innovation Director, Suzanne most recently served as Brand Director for Hershey's Kisses and Hershey's Bliss, where she developed consumer and go-to-market strategy for both brands, inclusive of new ad copy for every day, seasonal and new product launches. Previously, Suzanne also served as Marketing Director Packtypes, where she defined the US promotional schedule for 2009, 2010, 2011 plans, grounded in calendar-relevant consumer insights. She has also driven profitability levers of key packs within the US portfolio through promoted and non-promoted strategies, including development and implementation of pricing action strategy and tactics to drive speed of price realization. Suzanne lead creation of POP conversion tactics through portfolio wide package enhancements, including development of package graphics architecture, structural package design development, and merchandising pre-pack structural design.

She is a 2010 graduate of the Smeal eMBA program. She earned her BBA from James Madison University majoring in Marketing. Suzanne resides in Annville, Pennsylvania with her husband Adam and daughter Vivian.

Aracely (Cely) Moreno is a Director at Frito-Lay North America, a division of PepsiCo Foods. Frito-Lay makes some of the best-known and favorite chip snacks, including Doritos, Cheetos, Lay's and Tostitos. Frito-Lay accounts for about one-third of all of PepsiCo's annual sales.

Since joining Frito-Lay, Cely has successfully built upon a career in Brand and Shopper Marketing. Her first assignment was Marketing Manager on the Doritos brand business, a \$2B brand in the US. In addition to leading all brand activation for Doritos, she was responsible for launching the first-ever co-innovation for Frito-Lay and PepsiCo, launching Doritos Burn and Pepsi Max Cease Fire. Most recently,

Cely is now responsible for shopper marketing for Emerging Channels. She has responsibility for all of Frito Lay's marketing portfolio for the club, mass and drug channels including customers Target, Costco and Walgreens. Cely's track record includes leading unique activation programming, Power of One (Frito-Lay and PepsiCo) marketing and best in class practices.

Before joining Frito Lay, Cely was a brand manager at Sara Lee in Chicago, Illinois. At Sara Lee, she was the Jimmy Dean brand manager and was responsible for driving profitable growth on refrigerated meats. Her first role as the associate brand manager on Sara Lee Bakery included leading an entire portfolio redesign for Sara Lee and repositioning of Earth Grains Bakery.

Cely received an MBA from The Pennsylvania State University concentrating in Marketing from The Pennsylvania State University and a BBA from The University of Texas at Austin. She serves on Penn State's Smeal MBA Advisory Board and volunteers for the Dallas Texas Exes Alumni Association.

Jesse Neumyer, Vice President, Citi Private Bank. In this role, he works with ultra-high net worth individuals and families on a broad range of financial needs including asset management and investments, credit and lending needs, giving and philanthropy, and trust and estate planning. Prior to joining Citi, Jesse was a Consultant at Greenwich Associates, a leading global strategic consulting firm specializing in the financial services industry. Here he consulted with business heads at Commercial Banks helping direct strategy – including performance management, market positioning, branding, and customer engagement.

Jesse also worked with Raul Romero, President and CEO of the Alliance Consulting Group (a Washington D.C. based strategic business consulting firm) and minority owner of Major League Baseball's Washington Nationals. In this role, Jesse worked to evaluate new business initiatives for Alliance Consulting Group and its wholly owned subsidiary, Alliance Sports Enterprises.

Previously, Jesse was an Associate at JPMorgan in New York City where he spent the majority of his time focusing on the Sports and Media sectors, working with each of the professional leagues, numerous teams, and various media companies.

Jesse holds an M.B.A. as well as a B.A. in Letters, Arts & Sciences from the Pennsylvania State University. He is married to Lisa, and along with their daughter, Payton, reside in Stamford, CT.

Tinique Peery (unable to attend Visitation Weekend), Global Director, Human Resources at W.R. Grace & Co. provides business leadership and partnership to corporate functions: finance, supply chain, and information technology in over 40 countries. As a key member of the CFO's leadership team, she has responsibility for partnering with senior executives in the areas of leadership consultation, talent management, strategy development and execution, organization redesign and building organizational capability. Tinique understands the value chain and value proposition of business which allows her to anticipate issues and offer solutions that drive business success.

Tinique spent 5 years at Campbell Soup Company as a Senior Manager-Human Resources providing leadership to Brand Marketing, Market Research, Global Advertising and Design and Sales. She was an active member of the leadership team, where she participated with function leaders in the strategic planning process and ensured strategies were delivered through building organizational capability– setting priorities and building high performance/ highly engaged work teams. Also to be noted, she was a member of the steering committee for two Affinity Networks, Women of Campbell (WOC) and Campbell's African American Network (CAAN). Tinique spearheaded the implementation of the first formal mentoring program for CAAN members that has become the signature program for the network

resulting in greater engagement and retention of African Americans.

Prior to Campbell Soup Company, Tinique was the Corporate Manager, Human Resources at Mannington Mills for 6 years. In this role she provided strategic HR leadership to the corporate functions by collaborating with key leaders to determine and deliver strategic objectives. Tinique holds an MBA from Penn State University-Smeal College of Business and an undergraduate degree from Rutgers University-Douglass College. She is a member of the Society of Human Resources Management, National Association of Colleges and Employers (NACE), Alpha Kappa Alpha Sorority Inc. and a former Board Member, Salem County Chamber of Commerce. Tinique resides in New Jersey with her husband and son Brummel “Bru” Peery IV.

Jeff Pontius is the Executive Vice President of Worldwide Business Development for SPI Solar, headquartered in San Francisco / Sacramento, CA. SPI is a publically traded company (SOPW) owned 70% by LDK Solar, one of the world’s largest photovoltaic (PV) modules manufacturers. SPI’s strategy as a vertically integrated solar developer is focused on the development of utility-scale PV systems, large scale commercial PV systems, and the post-install asset management of these systems worldwide. At SPI, Jeff manages the worldwide sales team and is responsible for all aspects of project development, project financing, revenue, and margin targets of the company.

Prior to his current role with SPI, Jeff served as Director of Finance at Vista Point Technology (a subsidiary of Flextronics) from February 2007 through August 2008. While at Vista Point, Jeff was based in Hong Kong and later Roseville, CA. His responsibilities included ownership of all finance-related activities for operations in Asia, M&A analysis and integration, R&D investment strategy support, and sales & marketing pricing support. This scope included leadership of the finance teams across China, Malaysia, and US.

Upon graduating from Smeal, Jeff worked in operations finance at Intel Corporation for close to nine years. He held various roles within Intel Finance’s rotational leadership development program. This included relocating to China from January 2002 through January 2008. Jeff held several site leadership roles within Intel China culminating in the role of China Country Controller. In this role, Jeff owned all finance-related activities for Intel in China including, sales & marketing finance, accounting, tax, customs, treasury, and R&D functions.

Jeff completed his MBA, with concentrations in Finance and Marketing, in 1998 at the Pennsylvania State University Smeal College of Business. At Smeal, Jeff served in the MBA Association as the VP of Marketing and Recruitment. He was also a Graduate Assistant in the Office of Business Student Organizations. In the spring of 1998, Jeff led the creation of the Michael Ryan Phillips Memorial Scholarship fund which is awarded annually to a Smeal first year MBA student. Prior to Smeal, Jeff graduated from Salisbury State University (MD). Jeff currently resides in Morristown, NJ with his wife and two children.

Scott Rizzo the Vice President for Welmedix Consumer Healthcare, a specialty medicines company dedicated to the development of consumer health care products. Previously Scott served as the Managing Partner and founder of ValueChainPerformance LLC.; a boutique pharmaceutical consulting company focused on the supply chain commercialization of emerging pharmaceutical assets.

Prior to forming VCP in 2008, Scott was the Global Head, Vice President of Supply Chain for Barrier Therapeutics where he was responsible for manufacturing and distribution. During his tenure at Barrier, he led successful launches of multiple organic assets, regional line extensions and product acquisitions as well as the eventual sale of the company.

Scott gained valuable experience as Director of US Supply Chain for Hoffmann La-Roche and during his tenure at PriceWaterhouseCoopers in their Full Value Procurement division.

Prior to attending PSU and post graduating from Mary Washington College (B.A. Political Science), Scott began his career in the automotive industry where he worked for E.I. DuPont (automotive finishes division) and Ford Motor Company (Body and Assembly Operations).

Born in Manhattan NY, and raised in Princeton NJ, Scott is a '98 graduate of the MBA and MMM programs. Scott previously served on the alumni advisory board for the MMM program. He resides with his wife Elizabeth and their daughter Isabella in Millstone Twp. NJ.

Matthew T. Sheehan. An accomplished executive, Matthew Sheehan's career as a dynamic and entrepreneurial business leader spans retail, software, consulting, technology, and distribution businesses in functions that include logistics and operations, sales and business development, innovation, consulting, and technology. Matt excels in aligning people and resources and in building high performing teams that consistently achieve aggressive business goals in fast-paced, high growth business settings.

Following over six years in leadership roles with automated retail leader Redbox/Coinstar, he recently left the organization to pursue another opportunity to drive accelerated revenue and profitability growth.

Matt joined Redbox in 2005 when this early stage business had less than 100 locations. One of the first 15 associates, he became an integral member of a Redbox executive team that guided one of fastest growing and successful business ventures in U.S. history, delivering remarkable six-year revenue growth from \$4 million to \$1.8 billion. Redbox was acquired in 2008 by Coinstar, Inc.

Matt has held several roles at Redbox/Coinstar, most recently, as advisor to three of the company's new venture GM's regarding long term business strategy, retail and distribution strategy, and technology evolution. From 2008 to 2011, Matt started and held full P&L responsibility for the company's new automated retail venture, Chirp®, selling off-price fashion accessories via automated kiosks in grocery stores.

Upon joining Redbox as Director of Business Development, he executed multiple tests including a drive thru Redbox operation at McDonald's and the Redbox Digital Network. Matt was promoted a year later to VP of Sales and Business Development, where he led the company's growth from 100 kiosks to well over 20,000 kiosks. Under his sales leadership, Redbox attained a 65% market share, secured contracts at 26 of 40 convenience store companies, 31 of the top 50 grocery organizations, and secured long-term contracts with either the #1 or #2 leaders in grocery, mass merchant, and convenience market sectors. Significant clients included Wal-Mart, Walgreens, 7-Eleven, SuperValu, HEB, Wegmans, along with 150 others.

Prior to joining Redbox, Matt pursued MBA studies at Pennsylvania State University, and was named the 2003-2004 Fellow for the Center of Supply Chain Research. Matt was awarded an internship with IBM's Consulting Services business unit, where he coordinated the strategic and tactical RFID go-to-market plan for IBM's Public Sector Division.

Earlier experience included Sales Director, Transportation Solutions with Manhattan Associates, a provider of supply chain software for retail, distribution, transportation, and manufacturing industries. He was responsible for national and global accounts, and secured several clients including The Clorox Company, Honeywell International, Saputo Cheese, and Danaher Corporation.

He began his career in 1997 with home grocery delivery startup Streamline.com, advancing through responsibilities as Technology/Operations Implementation Manager, Field Service Manager, and

Corporate Logistics Manager. In 2000, Matt was selected for an assignment that brought him to Chicago to lead the acquisition and integration of an emerging Midwestern business, Scotty's Home Market.

In 1997, Matt earned a Bachelor of Business Management and Communications degree at Bentley College in Waltham, MA, and an MBA from the Smeal College of Business at Pennsylvania State University in 2005.

Matt is a member of the Alumni Advisory Board of the MBA program at Penn State, and is a Co-Founder, investor, and Board member of M4 Research, a newly established social media measurement venture.

Matt, his wife Tricia, and their children, Cavan and Riley, reside in Oak Park, Illinois.

William Simon was recently appointed to the Heinz North American Board as Vice President, Heinz North America Transformation. In this role, Bill is responsible for the change management efforts across Heinz' Foodservice, Consumer Products and Canadian businesses. The role is focused on building out the organization's growth, systems, process and cultural capabilities to drive sustainable top and bottom line growth. Prior to this role, Bill was Vice President of Research & Development Operations. His team was responsible for the development of product optimization and innovation processes & evaluation for the North America Heinz business. Bill's team was comprised of an accomplished group of packaging engineers, process developers and a finance team that were charged with enabling both top line and bottom line growth for Heinz.

Bill joined Heinz in May 1994 as an unpaid intern. In July 1994, he was hired as an Associate Product Manager – Ketchup Brand. Bill continued to expand his knowledge at Heinz successfully filling the positions of Trade Promotion Manager – Southern Division in June 1996; and Trade Marketing Manager for Heinz Ketchup in November 1997. In November 1999, Bill was promoted to the General Manager/Vice President – KC&S Trade Marketing. In this role, he directed all activities of the Trade Marketing team within the Heinz USA Condiments and Infant Feeding business unit in which total gross sales were roughly \$1B with \$240MM in trade investment. He became the Vice President of Sales and Trade Marketing in June 2003. He led all of the Trade Marketing & Category Management activities for the \$2.4B Heinz Consumer Products business encompassing Ketchup, Condiments & Sauces, and Heinz Frozen Food business units. He oversaw approximately 25 associates and \$425MM in customer investment. Prior to his most recent assignment Bill was Vice President, Trade Marketing & Sales Operations for Heinz Consumer Products & Foodservice. Functions included category development, business development, and sales operations. Scope of responsibilities: roughly \$4.8B in sales, \$700MM in trade investment and approximately 70 direct and indirect reports.

Prior to joining Heinz, Bill began his career in May 1989 at Automatic Data Processing of Fort Washington, PA as their District Sales Manager. He marketed and sold ADP's payroll and Human Resources services to small and medium sized businesses.

Bill holds an M.B.A. as well as a B.S. in Marketing & Speech Communications from the Pennsylvania State University.

In addition to holding two degrees from Pennsylvania State University, Bill is Chairman of the Penn State MBA Board. Previously Bill was on the Southwestern Pennsylvania Board for the American Red Cross.

Bill is married to Jeri, his wife of 18 years. They have two children: Olivia and Clare. They reside in Fox Chapel, PA.

Chris Thomas is global recruiting director for the General Electric Company. He focuses specifically on the Experienced Commercial Leadership Program (ECLP).

Chris is responsible for supporting the global director for the ECLP in managing global recruiting efforts, establishing the U.S. hiring plan, managing the program calendar, and overseeing the overall ECLP Summer Associate pipeline. Chris joined GE Capital initially as an ECLP summer associate with the GE Money–Canada team. He completed ECLP with multiple commercial roles in marketing, sales, and risk in various GE Capital businesses.

Chris' previous role was serving as the strategic marketing initiatives manager for the GE Capital, Commercial Distribution Finance business. Chris also served as diversity lead recruiter and lead recruiter for Penn State for the ECLP program during the 2010-2011 recruiting cycle.

Prior to joining GE, Chris was a sales and marketing representative for NVR, Inc., a national residential homebuilder. In addition, Chris has worked with Hecht's department stores in its buying office, with PNC in both real estate finance and capital market roles, and with MBNA in its credit card collections unit. Chris just completed a term as an elected member of the Penn State Alumni Association's Alumni Council for a three-year term, serving on the Budget & Finance, and Diversity committees. Chris also sits on the board for the Smeal MBA Advisory Board, where he drives initiatives to enhance the program and mentor current students.

Chris was the founding President of the Philadelphia Chapter of the African American Alumni Organization (AAAO), an interest group and an extension of the Penn State Alumni Association. He recently formed a consortium for the various AAAO groups (Philadelphia, New York, Pittsburgh, Washington DC, and Chicago) to dialogue, collaborate, and share best practices. In addition to serving as a mentor for the past 6 years with Penn State's Fast Start program, he is highly involved with mentoring the college brothers of his fraternity, Alpha Phi Alpha Fraternity, Inc. Chris recently completed a term on the Board of Advisors for the Berrette Family Foundation (a non-profit organization that is dedicated to making educational resources visible and attainable to underprivileged first generation students of foreign descent in the Washington, D.C./Baltimore corridor).

In 2006, Chris was selected as one of Ebony magazine's "30 Young Leaders Under 30." In 2008, he received the Penn State Alumni Association's Diversity Award, and in 2011, he was selected as one of The Network Journal's "40 Under Forty." In 2012, Chris was honored as one of the Penn State Alumni Association's Alumni Achievement Awards.

Chris is a 2008 MBA graduate of the Smeal College of Business at Pennsylvania State University, where he focused on product and market development. (Chris also received a B.S in Management/International Business from Penn State).

John Winstead currently is the IBM Global Business Services Consulting Services Leader for Central & Eastern Europe. John lives in Prague, Czech Republic and has responsibility for growing and delivering consulting services in the CEE Region of IBM's Growth Markets Unit.

John has previously served as the SAP Practice Leader and the Consumer Products Industry leader in the United States. He has over twenty-five years of experience helping clients across the Consumer Products, Retail and Life Sciences industries in the design and implementation of supply chain, financial and customer facing solutions, consistently demonstrating industry and large-scale ERP expertise. John also has significant experience in establishment of organizational change management and benefits realization programs for the clients he has served.

John currently lives in Prague, Czech Republic with his wife. His hobbies and interests include backpacking, skiing, golf, boating, travel and cooking. He is a graduate of North Carolina State University with BS degrees in Food Technology and Agricultural Economics. John is also a graduate of The Pennsylvania State University Smeal College of Business MBA Program.