

**Smeal MBA Advisory Board**  
**Member Bios**  
**2013/14**

**Robyn Fisher Conrad (on leave 2013/14)** – 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 strategic 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. In her current role, Megan is leading a team of 10 people to unite three previously separate businesses and develop a strategic, integrated marketing plan with a \$50M growth objective.

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.

**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.

**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 Sports Marketing and National Promotions for Frito-Lay. She has responsibility for all of Frito Lay's marketing portfolio for grocery during key seasons and all of the sports activation and marketing. Cely's track record includes leading unique activation programming, building brand relevance 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.

**Tinique Peery**, 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.

**Matt Sheehan's** career spans retail, software, consulting, technology, and distribution businesses in functions that include logistics/operations, sales and business development, innovation, consulting, and technology. Matt has held executive, general management, logistics and sales roles for companies such as Redbox, Primo Water, IBM, Manhattan Associates and Streamline.com, a home grocery delivery start up.

Matt is currently the Chief Operating Officer of Primo Water, a \$100M publically traded bulk water business. Prior to Primo, Matt spent 7 years with Redbox/Coinstar. Matt was one of the first 15 people and one of the early executives, helping to deliver remarkable six-year revenue growth from \$4 million to \$1.8 billion. Matt held several roles at Redbox/Coinstar, including new venture strategic advisor, VP/GM of the first automated retail ventures and VP of Sales and Business Development. In his sales role, Matt acquired retailers that represent over \$1B of the company's revenue today.

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

Matt is Chair-elect of the Alumni Advisory Board of the MBA program at Penn State.

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

**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).

**Jodie Vanderman** is a versatile global marketer, general manager, and sales leader. Jodie began her career by starting and growing a successful cosmetics business. Key accomplishments include adding 500 customers within a 2 year time frame and developing and leading a 25 member sales force across the United States. Jodie owned her business for 5 years prior to returning to school for an MBA.

Since graduating from Penn State University with her MBA in 2008, Jodie has held a variety of internal consulting, marketing, and management positions with DuPont in both the United States and Asia. During her tenure as an internal marketing strategy consultant, projects Jodie worked on delivered \$30M in incremental revenue and saved \$130M in fixed costs. In 2010 and 2011, Jodie lived in Shanghai and traveled throughout Asia to launch a new strategic marketing process among DuPont's regional presidents, business executives, and marketing professionals with the mission to profitability grow the region. Tasked with infusing robust marketing capability into the organization, Jodie also designed and implemented the Greater China MBA recruiting, hiring, and talent management commission and advanced the Marketing Leadership Development Program in Greater China. In Jodie's final role with the company, she managed the full portfolio of the \$3.4B Health & Nutrition division's global food and pharmaceutical safety testing business, with accountability for brands such as *BAX*®, *RiboPrinter*®, *Lateral Flow System* and *StatMedia* that detect potentially deadly pathogens along the food production value chain and within pharmaceutical clean rooms.

Jodie also serves as an Adjunct Professor at West Chester University, where she teaches marketing strategy.

Jodie is undertaking a purposeful transition to address her next career stretch, business challenge, and significant leadership role. She is targeting marketing strategy executive positions with mid-phase startups within the health and nutrition markets based out of the Philadelphia area. This builds on Jodie's experiences as an entrepreneur as well as a marketing and general manager in a large corporation. Jodie is passionate about bringing teams together to grow businesses, develop new markets, create competitive advantages, and deliver exceptional customer experiences.

At The Smeal College of Business, Jodie concentrated in Product and Market Development and Strategic Leadership and also served as President of the MBA Association. Her Bachelor of Science in Business Administration degree is from Shippensburg University.

**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. Relevant specializations include: executive alignment and change management, large-scale program management, SAP-enables transformations, and risk management and quality assurance.

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.

**Trebor Wright** is a Senior Manager in the Advisory Services (Performance Improvement – Finance) practice of Ernst & Young LLP. He has over 16 years of consulting experience working with global companies. He has led several, strategic and large scale finance and operational process improvement projects in conjunction with ERP design and implementations. His projects focus on operational excellence, process standardization, and coordination of activities/functions within a Shared Environment or Centers of Excellence.

Trebor has served multiple industries including: Industrial Manufacturing, Bio-pharmaceuticals, Healthcare – provider, Consumer Products and Software/High Tech. He has serviced the following clients: Tyco International, Pfizer, NYU Medical Center, Dean Foods, and Microsoft.

Trebor currently lives in Princeton, NJ with his wife, Nita (also a graduate of Smeal MBA) and his two daughters. His interests include surfing, traveling and cooking. He is a graduate of Loyola University Maryland with a BA in English Literature and an MBA from Smeal (Class of 1997).