

**Smeal MBA Advisory Board**  
**Member Bios**  
**2011-12**

**Kevin Callanan** is a 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.

**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**, 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.

**Amit Gupta (on leave in 2010/11)**, currently serves as the Global Strategic Sourcing Manager for Celanese Corporation (a Fortune 500 global chemical company), and leads a team responsible for global strategy and procurement of raw materials in excess of \$750 million. Prior to joining Celanese, Amit worked for 7 years with DuPont (a Fortune 100 global chemical company), serving in various roles including Global Business Manager (Business Extensions/ Innovations), Business Manager (Paper & Crop Protection) and Global Marketing Leader (OEM Automotive Coatings). Amit holds a BS and MS in Environmental Engineering and MBA in Marketing and Supply Chain Management from Penn State University, which he attended as an ISBM Scholar. Amit was a Degree Fellow with East-West Center in Honolulu, HI from 1994-1996. Amit is a certified Project Management Professional (PMP®) and enjoys traveling and collecting shot glasses. Amit and his wife Sonal, and their two daughters live in Frisco, TX.

**Annie Guzek** works 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 five asset teams by helping to optimize internal and external investment and development decisions for the Pfizer portfolio of products. This role - spanning the Oncology, Specialty Care and Primary Care Business Units - involves a combination of decision analysis, financial valuation modeling, business development, and strategy to guide and prioritize investment decisions across the Pfizer portfolio. Annie also recently accepted a development assignment on Pfizer's Integration PMO, which is responsible for integrating new businesses obtained through merger or acquisition into Pfizer.

Prior to her current role in SPM, Annie completed Pfizer's Finance Leadership Development Program. Her initial assignment in the Global Research and Development Financial Planning and Analysis group took her to New London, CT, before she transitioned back to the New York office to Pfizer's Business Development Transactions Group. There she led the divestment process for 5 research sites in Michigan, Japan, and France through a combination of sale, spin-out, donation, and site closure. For her 3<sup>rd</sup> assignment, leveraging her passion for innovation and working with startup ventures, Annie joined the finance operations team in Pfizer's newly formed BioTherapeutics and BioInnovation Center in San Francisco, CA, which housed an innovation incubator as well as 5 small biotech companies acquired by Pfizer to focus on early scientific research innovation. Annie later returned to New York to the Emerging Markets Business Unit Financial Planning team, where she supporting the Asia and Africa/Middle East markets. Annie's final finance rotation took her through Pfizer's Corporate Tax Transfer Pricing group in New York, where she led development of the Intellectual Property funding model and business process to execute international R&D charge backs among Pfizer entities in support of Pfizer's tax strategy.

Annie completed her internship at Pfizer working with the Worldwide Procurement group in New York, where she proposed and executed a strategic recommendation to reduce spending for customer

services center by 10-15%, implementing the recommendation during her 2<sup>nd</sup> year of business school.

Annie completed her MBA in 2007 at the Pennsylvania State University Smeal College of Business, where she completed 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 Track & Field and Soccer. Annie currently resides in New York, NY.

**Toni Huang**, Capacity Master Planner at Dell Americas Operation. Toni is responsible for balancing capacity utilization among various fulfillment options for optimal cost and customer experience at Dell. Her previous roles at Dell include operations manager at multiple manufacturing sites as well as global project manager, in which she was managing a \$13 million inventory management system.

Prior to Dell, Toni worked at Kennametal's operation in Shanghai China. Kennametal Inc. (NYSE: KMT) is a leading global supplier of tooling, engineered components and advanced materials that are consumed in production processes. 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 14 years of her career in various sales and marketing roles at The Hershey Company. Her experience includes driving 30% growth in seasonal sales as Walmart Customer Executive, leading 25 sales professionals responsible for \$440M as East Coast Food Channel Director, and developing communication and sales strategy as Director of Customer Integration.

Suzanne is currently Marketing Director, Packtypes at The Hershey Company, where she is responsible for cross-brand portfolio management of \$2.9 billion in revenue. In her Packtypes Marketing capacity, Suzanne 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.

**Alan Majewski** has been Standard Steel's Chief Financial Officer since 2002. At age 29, he was part of the team that bought the company's assets from a Chapter 11 bankruptcy estate in July 2002. From 2002 through 2006, Mr. Majewski and the management team significantly restructured and grew the business. Culminating in June 2006, he worked with a major Wall Street investment bank to sell Standard Steel to Trimaran Capital Partners (a New York based private equity firm), with management retaining an ownership position in the Company. The Company is currently executing a strategy of growth through capital investment in its manufacturing plant located in Central Pennsylvania, and is a significant employer in the region.

In November 2006, the *Pittsburgh Business Times* awarded Mr. Majewski their 2006 "CFO of the Year" award in the large private company category. The Pennsylvania State University named Mr. Majewski as a recipient of their 2007 Alumni Achievement Award.

Prior to Standard Steel, he was employed as an Audit Manager in Price Waterhouse's Pittsburgh office, where his clients included Westinghouse Electric Corp., Consolidated Natural Gas Co., and a variety of middle-market manufacturing companies.

Mr. Majewski is a 2002 MBA graduate of The Pennsylvania State University's Smeal College of Business Administration. He was a member of the first place team in the 2001 Big Ten MBA Case Competition. He is a member of the board of directors of the Pittsburgh Chapter of Financial Executives International and a graduate of Leadership Pittsburgh's Leadership Development Initiative XII.

Mr. Majewski is a native of Erie, PA. He holds a B.S. in Accounting from Grove City College and is a Certified Public Accountant.

**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.** Jesse is currently a Vice President at the 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.

**Sandra R. Ortiz, Vice President, Corporate Capital Markets, Wilmington Trust Company.** Sandra is responsible for strategic, administrative and relationship management and planning for Corporate and Municipal Services of Wilmington Trust Company's Corporate Capital Markets Division. As a leader in new product development she has been instrumental in the evolution of Wilmington Trust as a leading provider of services for Tender Option Bonds .

Sandra joined Wilmington Trust in 2000 as a relationship manager in Structured Finance, where she worked extensively with law firms, investment banks, institutional investors, and corporations in structuring and administering structured product transactions. From 2002 to 2006 she was heavily involved in the workout and restructuring of defaulted bond issues, and participated as a member of several creditor committees in various Ch. 11 cases including Global Crossing, Williams Communications, Adelphia, Consec, Northwestern Energy and Calpine. Just prior to assuming

leadership of Corporate and Municipal Services in 2010, Sandra managed trustee services for Collateralized Debt Obligations, and agency services for “one-off” financial transactions.

Previously, she served in various financial positions at U.S. Bank Trust National Association and Bear, Stearns & Co., Inc.

Sandra holds her MBA degree from Pennsylvania State University and received her bachelor’s degree from Macalester College, St. Paul Minnesota. She enjoys being an active alumna for both her schools.

**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.

**Scott Rizzo** is 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** is Vice President/General Manager of Chirp, a business recently launched by Redbox, the leader in automated retail DVD rental kiosks. Matt sits on the Coinstar Leadership team. The new business, an automated retail model focused on selling designer brands at discount prices launched in March 2009 and is growing quickly.

Since joining Redbox straight from his MBA at Smeal, Matt has led long term strategy, sales and business development before being asked to lead this new venture. Prior to his current role, Matt led the sales of kiosk to retailers across the country, such as Wal-Mart, Walgreens, Supervalu, etc. This has helped to grow the company from 200 kiosks when he joined to over 28,000 kiosks today. Matt has also launched a drive thru rental model, been on the executive team since starting with Redbox and has recently led an intensive process to identify and establish the values of Redbox.

Prior to Redbox and earning his MBA at Penn State, Matt held multiple roles across the logistics and sales functions including: Sales Director at Manhattan Associates, Supply Chain Intern with IBM's Business Consulting Services (Public Sector), along with multiple logistics and entrepreneurial roles with Streamline.com, an online home grocery shopping business.

Matt received an MBA from The Pennsylvania State University concentrating in Entrepreneurship and Supply Chain. During his time at Penn State, Matt was Penn State's Center for Supply Chain Research Fellow, the VP of Academic Affairs for the MBAA and the founding VP of Supply Chain for Net Impact. Matt was also a 2-year member of the PSU team at the International Graduate Logistics Case Competition, which PSU won in the 2<sup>nd</sup> year. Matt holds a BS in Management and Communications from Bentley University in Waltham, MA. In addition, Matt created and leads Team Eradicate as part of the Pan Mass Challenge, the largest athletic fundraiser for cancer in the country. The team has raised over \$1M for the cause since its inception 8 years ago. Matt also serves on the Penn State's Smeal MBA Alumni Advisory Board.

Matt, his wife Tricia, a fellow Penn State MBA alum, his son Cavan and daughter Riley reside in Oak Park, IL.

**William Simon** is Vice President, Trade Marketing & Sales Operations for Heinz Consumer Products & Foodservice is currently responsible for the Internal Sales team that supports both Foodservice and Consumer Products Sales. Functions include Category Development, Business Development, Sales Operations and MUDA. Scope of responsibilities: roughly \$4.8B in Sales, \$700B in trade investment and approximately 65 direct and indirect reports.

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. Prior to his current role at Heinz, Bill became the Vice President of Sales and Trade Marketing in June 2003. He lead 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 joining Heinz, Bill began his career in May 1989 at Automatic Data Processing of Forth 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 16 years. They have two children: Olivia and Clare. They reside in Fox Chapel, PA.

**Chris Thomas** is a Marketing Manager with General Electric's GE Capital – Commercial Distribution Finance business, where he oversees all strategic marketing activities for the Strategic Industries Group. Chris is a graduate of GE's coveted Experienced Commercial Leadership Program ( a post MBA leadership program focused on sales and marketing) Chris's assignments included working as a Segmentation Project Manager with the Capital Solutions HQ Customer Experience team in Connecticut, as an Associate Sales Representative with the Franchise Finance business in Scottsdale, Arizona, as a Risk Analyst with the Equipment Finance group, underwriting Corporate Aircraft and manufacturing leasing equipment in Irvine, CA, and as a Strategic Marketing Associate in the Healthcare Financial Services business in Chicago, Il. In addition to his Marketing Manager duties, Chris was tapped to serve as Diversity Lead Recruiter for the ECLP program to drive an increase in diversity talent via the National Black MBA Association, and National Society of Hispanic MBAs annual conferences and top MBA programs.

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).

Previous to going back for his MBA, Chris was a Sales & Marketing Representative for NVR, Inc, a national residential homebuilder. While at NVR, he oversaw the sales and site management of numerous luxury home communities. In addition, Chris has worked with Hecht's Department Stores in their buying office, with PNC in both Real Estate Finance and Capital Market roles, and with MBNA in their credit card collections unit.

Chris was elected to 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 was recently appointed to 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).

**John Winstead** currently is the IBM Global Business Services SAP Practice Leader for the Distribution Sector. He has responsibility for growing the SAP business across the Consumer Products, Retail, Life Science, and Travel & Transportation Industries. Current client responsibilities include PepsiCo International and Kraft.

Previously, John was the IBM Global Business Services Consumer Products Leader for the Americas. He has spent 20 years helping CP companies in the design and implementation of supply chain, financial and customer facing solutions, consistently demonstrating industry and large-scale ERP expertise. In addition to financial responsibilities and managing key client relationships within the BCS CP Industry practice, John has also served as the Americas Co-Lead Partner for IBM Business Consulting Services' SAP implementation practice.

John has served clients including: Kraft Foods, Alberto-Culver, Pepsi Bottling Ventures, PepsiCo, Unilever, ConAgra Foods, Campbell Soup Company, Heinz, Gillette, International Flavors & Fragrances, Pepperidge Farms, Heineken USA, Bestfoods, and Abbott Laboratories. Area of specialization include: Executive alignment and change management, large-scale program management, SAP relationship management and alignment, and risk management and quality assurance.

John currently lives in Fairfield, CT, with his wife and three children. 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 and an MBA from Penn State.