

WHO SHOULD ATTEND?

Retailers. Wholesalers.

CPG Suppliers. Service Providers.

The Cornell Food Executive Program prepares middle- and upper-level executives for their next promotion and beyond. The program is well suited for high-potential leaders being prepared for broader general management responsibility.

ADMISSION DETAILS

Since space in the Food Executive Program is limited, it is important to apply as early as possible. To apply, complete the online application here: [CORNELL FOOD EXEC PROGRAM 2020](#)

The tuition for the program is \$8,990, which covers instruction, lodging, continental breakfast, lunch, some dinners, books, and supplies. Transportation and personal items are not included.

“The Food Executive Program at Cornell was one of the best professional development programs in which I’ve participated. The unique and thoughtful insights offered by both the educators and special guests were completely relevant...especially when applied in the context of the rapidly evolving retail environment.”

- *Chris Keetch, Produce Category Manager at AHOLD USA Retail*

PAST PARTICIPATING COMPANIES

7-Eleven	Federated Co-operatives	Lowes Foods	Safeway
A&P	Ferrero USA	McCain Alimentaire	Save-A-Lot
ACCORSA USA	Food Lion	McCormick	Save Mart
Acquistapace's Supermarket	Food 4 Less	McLane	Savvy Food Marketing
ADVO	Foodland	Meijer	Schnuck's
Ahold USA	Food Marketing Institute	Merchants Distributors	S.C. Johnson
Albertsons	Foodstuffs	Merco, S.A.	Seattle Chocolates
Almacenes Exito	Fred Meyer	Meridian Fine Foods	Shaw's
Associated Grocers of New England	Genji	Merkert American	Schnuck Markets
Associated Wholesale Grocers	Giant Food Stores	Murray's Cheese	SHOP 'n SAVE
Baker Maaid Products	Giant Eagle	Nabisco	Shoppers
Bashas'	Gillette	Nash-Finch	ShopRite
BI-LO	Guldfageln	Nestlé	Sligro Food Group
BJ's Wholesale Club	Gruppo PAM	Nestlé USA	Smart & Final
Bodega Latina Corporation	H-E-B	Nestlé Purina PetCare	Smucker's
Bolands	Hagen Gruppen	Nielsen	Sobeys
Brookshire Brothers	Hannaford	Northgate Gonzalez Markets	Solae
Brookshires	Harris Teeter	Novartis Consumer Health	Spartan Stores
C&S Wholesale Grocers	Hatillo Kash N Karry	PAK'nSAVE	Stop & Shop
Cadbury Beverages	Hershey's	Paramount Citrus	Super Fresh
Campbell's	Hormel	Pathmark	SuperValu
Catalina Marketing	Hussmann	Pepperidge Farm	Tanimura & Antle
C.H. Robinson	Hy-Vee	Perfection Fresh Australia	Target
CHEP	Idahoan Foods	Pingo Doce	The Class Produce Group
Chiquita Frupac	Information Resources	Price Chopper	The Harvest Group
Core-Mark	Jeronimo Martins	Procter & Gamble	Tops Markets
CropLink	Jewel-Osco	Progressive Enterprises	Unified Western Grocers
Cub Foods	Johnson Wax Professional	Provigo	Unilever
D'Agostino	K & N's	Publix	Vantage Foods
Daymon Worldwide	K.V. Mart	Quaker Oats	Wakefern
Defense Commissary Agency	Kantar Retail	QuikTrip	Walgreens
Delhaize America	Kimberly-Clark Australia	Raley's	Wegmans
Dollar General	King Soopers	Ralphs	Weis Markets
Domino Foods	King Kullen	Rich Products	Winn-Dixie
Door to Door Organics	Kings	Roche Bros.	Wonderful Citrus
Drug Fair	Kraft	Ronetco	Woolworths
E.D. Smith	Kroger	Rosen's Diversified	Wrigley
Energizer	Laurel Grocery Company	Roundy's	
	Longo's	Rouses	

CONTACT INFORMATION

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Email: food-exec-program@business.cornell.edu

Web: <https://dyson.cornell.edu/outreach/fimp/programs/food-executive-program/>

To apply online: [CORNELL FOOD EXEC PROGRAM 2020](#)



2020

JULY 12 - 17

Cornell University
Ithaca, NY

CORNELL UNIVERSITY

“I would found an institution where any person can find instruction in any study.”

Ezra Cornell

With 23,600 students, Cornell is the largest university in the Ivy League. Its 15 colleges and schools provide an extraordinarily diverse offering of 80 undergraduate majors, 108 graduate fields of study, and more than 4,000 courses.

Cornell is uniquely positioned as both a private endowed university and the land-grant institution for New York State. As such, it is both a world-class research institution with strengths in the life sciences, physical sciences, humanities and social sciences, and a leader in applying research findings to improve the lives of the people of New York State and the world.

Cornell's main campus rests on 745 acres in Ithaca, New York. Located in the Finger Lakes region of upstate New York, Ithaca is a vibrant community renowned for its gorges, Cayuga Lake, and rural countryside.

THE FOOD INDUSTRY MANAGEMENT PROGRAM

Cornell's Food Industry Management Program (FIMP) is one of the nation's oldest and most respected food industry research and education programs. Part of Cornell's SC Johnson College of Business, FIMP offers degrees at the bachelor's, master's, and Ph.D. levels, conducts applied research on important food industry issues, and offers numerous seminars and executive education programs for food industry audiences in the U.S. and around the world.

A hallmark of FIMP is the close working relationships that it maintains with food industry trade associations, companies, and their executives.

NEW PERSPECTIVES

The Cornell University Food Executive Program is unique—it offers an unmatched opportunity for food industry leaders to develop skill sets, obtain new perspectives, advance careers, and make a difference.

The five-day program is built around a broad-based curriculum that includes emerging food industry trends, personal leadership style, work-life balance, best-in-class food retailing strategies and the economic environment.

Attendees interact with world-class instructors and thought leaders in an intimate learning environment. Participation in a simulation and group activities fosters the building of lasting peer networks with the brightest minds in the industry.

“This program has helped me calibrate our team, assist in keeping them focused on the most important priorities as well as understand ways to not only support our merchandising and operational best practices but be a part of the vision in creating new ways to manage our business.”

- *Troy Harding, Retail Operations Manager at The Kroger Co.*

“The class helped me approach work from a different angle and to not always look at the business as we know it from within our four walls. This class really opened up my mind to think outside the box and take a risk and not be afraid to fail while finding success.”

- *Dave DeJohn, Manager of Fresh Operations at Western Division Hannaford*

PROGRAM SCHEDULE: July 12 - 17, 2020

	MORNING	AFTERNOON	EVENING
SUNDAY			• Opening dinner reception
MONDAY	• Today's Food Industry: Setting the Stage	• Strategic Turnaround Simulation • Retail Digital Disruption	• Free time
TUESDAY	• Strategic Turnaround Simulation • Leading at a Higher Level	• Strategic Turnaround Simulation • Business of Politics and Politics of Business	• Group social activity
WEDNESDAY	• Decision Making • Strategic Turnaround Simulation	• Strategic Imperatives in the Food Industry • Strategic Turnaround Simulation	• Free time
THURSDAY	• Strategic Turnaround Simulation • Food System Sustainability	• Strategic Sleep for Top Performance • Senior Executive Panel	• Picnic dinner sponsored by Nestlé

INSTRUCTORS



Ed McLaughlin

Professor Emeritus & Faculty Director,
Food Executive Program

Before earning his PhD, Ed worked for the United Nations, the U.S. State Department, and the World Bank. He teaches courses in food marketing and retail strategy and for 20 years, directed Cornell's undergraduate business program before becoming the Dyson School's first dean.



Miguel Gómez

Robert G. Tobin Associate Professor;
Director of Food Industry Management Program

Miguel's research examines the economic, social, and environmental performance of food distribution and marketing. His research is supported by the U.N. Food and Agriculture Organization, the National Science Foundation, and the U.S. Department of Agriculture.



Ken Blanchard

President, The Blanchard Companies

As a prominent consultant and author in the field of management, Ken's impact has been far-reaching. His One Minute Manager library is recognized worldwide.



Bill Drake

Faculty Director,
Executive Education Programs

Before joining the Cornell faculty, Bill spent 20 years in the food industry with SuperValu. At Cornell, Bill conducts executive programs, both domestic and international. He teaches a course in food industry operations and marketing.



Bryan Gildenberg

Chief Knowledge Officer, Kantar Retail

An expert in retail insight, Bryan has been Kantar's chief knowledge officer since 2010. An award-winning and prolific writer, Bryan is frequently cited by The Wall Street Journal.



Glenn Altschuler

Thomas and Dorothy Litwin Professor of
American Studies; Dean of Continuing
Education and Summer Session

Glenn is the author or co-author of 11 books and over 1,200 essays, book reviews and op/eds. He is a regular contributor to The Hill, a "go-to" Washington D. C. platform for "political junkies."



Michael Hostetler

Lecturer, Cornell's Johnson Graduate School
of Management

Mike's main interests in research and teaching are strategy, decision-making, leadership, high-performance teams and change management.



Ana Krieger

Professor of Clinical Medicine

Professor, Medical Director, and researcher across multidisciplinary fields in sleep medicine, Ana aims at achieving public awareness of sleep problems and better understanding of their consequences and treatment alternatives.



Dan Hooker

Director, Executive Education, Food
Industry Management Program

Dan is a global retail and consumer packaged goods executive with broad experience across diverse business environments and formats. For the last four years Dan has focused on the digital channel - selling to ecommerce retailers and running multi-million-dollar businesses for Walmart.com and Jet.com.



Ken Burbary

Professor of Digital Marketing

Ken is a digital marketer specializing in how technology can drive business results. With over 20 years of digital advertising leadership, including a deep background in digital marketing analytics, he is considered a nationally recognized expert in the digital marketing space.

SELECTED PROGRAM SEGMENTS

Today's Food Industry: Setting the Stage

Ed McLaughlin

A strategic overview of the food industry and a discussion about the major issues facing retailers, manufacturers, and wholesalers.

Strategic Turnaround Simulation

Bill Drake & Dan Hooker

Teams compete by operating a retail food company in a computerized simulation of a very dynamic and competitive market. Decisions are made regarding promotional strategy, pricing, labor, procurement, inventory, and capital expenditures.

Retail Digital Disruption

Ken Burbary

A fast-paced tour through the latest digital trends and what AI, voice search and social media mean for food retailers and brands.

Leading at a Higher Level

Ken Blanchard

Ken, best-selling author of The One Minute Manager, gives a spellbinding presentation on the fundamental truths and principles behind "raving fan" customer service and encourages you to take a leadership role for customer advocacy within your organization.

Business of Politics & Politics of Business

Glenn Altschuler

Glenn has been an animating force in the American Studies Program. His year-long survey of Popular Culture in the United States, 1900-present is one of the most popular courses at Cornell. In this session, Glenn will review the policies of the Democratic and Republican candidates for president and handicap the election of 2020.

Strategic Imperatives in the Food Industry

Bryan Gildenberg

Bryan scans the horizon and provides his unique data-driven insight on the evolving retail landscape.

Food System Sustainability

Miguel Gómez

The food industry is facing formidable challenges to balance economic and sustainability goals. This session reflects on how increased pressure to improve sustainability performance in multiple dimensions (environmental, nutritional, social, and economic) is shaping the structure of the food industry. It discusses food industry responses to such challenges and opportunities for food businesses to simultaneously increase profits and sustainability performance.

Strategic Sleep for Top Performance

Ana Krieger

Interactive presentation on identifying strategies to enhance sleep and optimize performance on a regular basis.

Senior Executive Panel

Ed McLaughlin

Ed moderates a candid discussion of corporate vision, management philosophies, and critical industry issues with an invited panel of leading food industry senior executives.

Personal Leadership Style

Mike Hostetler

Mike will examine four different paradigms of leadership and their relationship to food industry dynamics, the main factors related to leadership success and derailment and the implications for leadership development, and key challenges facing leaders today.

Forecast for the Future

Ed McLaughlin

In a provocative and interactive session, participants create their own consensus forecast for the future of their industry and, in turn, develop strategies that will enable their firms to cope with and be prepared for the future.