

Session Dates

September 20 - 23, 2021

March 14 - 17, 2022

* Registration for this course will close one week prior to course start date.

Who Should Attend

Food industry executives, managers & high potentials seeking to grow and strengthen their leadership & strategic thinking skills.

Tuition & Fees

\$3,995 per person includes tuition, course materials and parking; transportation and hotel accommodations not included

About the Program

It is essential for executives in the food industry to continually elevate their personal leadership and management skills in order to effectively lead their organizations. With changes in technology, challenges in maintaining customer loyalty, and new competition altering the playing field, it is important to learn various strategies to expand and sustain growth.

This four day program conducted by faculty from USC's Marshall School of Business will enhance the strategic mindset of executives, managers, and high potentials while providing useful knowledge, engaging discussion, and actionable tools. Focusing on leadership development, team management, marketing strategy, and effective communication, attendees will complete the program inspired and equipped to lead their organizations.

Schedule & Sessions

	DAY 1	DAY 2	DAY 3	DAY 4
7:00 - 7:30 AM	Breakfast	Breakfast	Breakfast	Breakfast
7:30 - 8:00 AM	Introduction & Overview	Review of Previous Day	Review of Previous Day	Review of Previous Day
8:00 - 12:00 PM	Strategy	Industry Evolution and Disruption	Changing Hearts and Minds Changing Practices and Policies	Power/Influence
12:00 - 1:00 PM	Lunch	Lunch	Lunch	Lunch
1:00 - 5:00 PM	Experiential Learning Exercise	Marketing	Executive Presence and Communication	Community College Program Executive in Residence Wrap Up
5:00 - until	Opening Dinner			

Participant Testimonials

"I left the FIEP program armed with tools on strategy, change and inter-personal relationships I could put to use the following Monday when I returned to the office. I'm so glad I participated!" -- Jillianne DeLawyer, Director of Marketing at Faribault Foods, Inc.

"The program was an exciting four days of relevant information that was presented in a way that made it fun and exciting. The bonds formed with my fellow attendees will be long term relationships. The faculty and staff cultivate a culture of learning." -- Jim Caldwell, District Manager at Food4Less, a Kroger Company

"The tools and information that I now have access too will allow me to become an efficient and effective leader not only for myself within my specific role but also as a generational leader for my company who can help take the Millennial generation to the next level. I would recommend this course to anyone looking to become a servant leader." -- Jillian Clark, Sales Manager, Coscto Team at Trident Seafoods

Executive In Residence



Oscar Gonzalez
Co-President, Northgate Gonzales Markets

The USC Marshall School of Business Food Industry Executive Program (FIEP) has named Oscar Gonzalez, Co-President at Northgate Gonzalez Market, as Executive-in-Residence for FIEP 2021/22. Gonzalez is a graduate of the Pepperdine University Executive MBA program. He serves on the boards of the Food Marketing Institute, the Western Association of Food Chains, and Homeboy Industries. He has also served on the board of Unified Grocers, as well as being on the Coca Cola Retailing Council. In addition, Gonzalez is active in the Young Presidents Organization. In 2018 Oscar and his family received the Robert B Wegman Award and The Stars & Stripes Good Scout Award in 2013. In 2020, Oscar was named Executive of the Year for the USC Food Industry Management Program.

Faculty

- ▶ **Cynthia Alt** is a USC Marshall adjunct faculty and a professor at the Center of Management Communication. She consults for Fortune 200 companies, focusing on assessment, facilitation and development. Her expertise has led to measurable results in productivity, quality, turnover, and customer satisfaction.
- ▶ **Diane M. Badame** is the Assistant Dean for the Marshall MBA Program and Professor of Clinical Marketing at USC. She is widely known for her research on organization behavior and marketing, particularly in the areas of total quality management, advertising and promotion management, and service and product management.
- ▶ **Nate Fast** is a USC Marshall Assistant Professor of Management and Organization and was recently selected by Poets & Quants as one of “The World’s 40 Best B-School Under the Age of 40”. He studies the determinants and consequences of power and status in groups and organizations. He also examines the psychological processes that influence the spread of culture. His findings have been published in top-tier academic journals.
- ▶ **Gita Govahi** is the Assistant Dean of Instruction & Research and the Director of Experiential Learning Center at the USC Marshall School of Business. During her tenure, she has worked on major Marshall Initiatives and inaugurated a number of training programs for the School’s Graduate, Undergraduate and Executive Education Programs. As the Director of the Experiential Learning Center, she leads a core group of professional trainers who design and conduct experiential exercises for the Marshall School’s constituencies.
- ▶ **Shon Hiatt** is the FIEP faculty director and an assistant professor of business strategy at USC Marshall. His research has been published in Academy of Management Journal, Administrative Science Quarterly, and Strategic Management Journal. Prior to joining USC, Professor Hiatt was on faculty at Harvard Business School where he also taught the Global Agribusiness Seminar.
- ▶ **Cynthia McCloud** is an Adjunct Professor and the Director of the Food Industry programs at Marshall School of Business. McCloud built her career in sales and marketing specializing in the food retail and manufacturing industries in both the U.S. and also in several international markets. Over the years, she has held roles as EVP and General Manager at several start-ups, Catalina Marketing Europe, Catalina Marketing U.S. and started her career at The Vons Companies in Southern California.
- ▶ **Kyle Mayer** is a USC Marshall Professor of Management and Organization. He researches how firms govern relationships with other firms, with particular attention to the contract and its role in establishing a framework for the relationship. His research has been published in Organizational Science, Academy of Management Journal, Management Science, and Journal of Law, Economics, and Organization.