

THE FMC

AT WESTERN MICHIGAN UNIVERSITY

JOIN US FOR THE FMC 2026: MARCH 24-25, 2026 | RADISSON PLAZA HOTEL & SUITES, KALAMAZOO, MI

KEY DISCUSSIONS & INSIGHTS:



TRENDS & GENERATIONS



THOUGHT LEADERSHIP



GROWTH & INNOVATION



BRAND BUILDING



THE EVOLVING CONSUMER



TECH & TRANSFORMATION

CONFERENCE SCHEDULE

DAY 1 | TUESDAY, MARCH 24

10:15-11:00 AM STUDENT-ONLY SESSION

11:00-11:45 AM WELCOME LUNCH

12:00-12:10 PM CONFERENCE KICKOFF & STATE OF THE INDUSTRY
DR. RUSSELL ZWANKA

12:10-12:30 PM BEING COMFORTABLE WITH THE UNCOMFORTABLE
MIKE STIGERS, PRESIDENT AT WAKEFERN FOOD CORP.

12:30-1:05 PM THE INTERSECTION OF BUSINESS & TECHNOLOGY
WITH KEVIN COUPE, CONTENT GUY AT MORNINGNEWSBEAT
BRAD BOGOLEA, CEO & CO-FOUNDER AT SIMBE ROBOTICS
KEITH ROTHSTEIN, GVP STRATEGY & ANALYTICS AT MEIJER
JUSTIN HONAMAN, HEAD OF WORLDWIDE RETAIL,
RESTAURANTS, & CONSUMER AT AWS

1:05-1:25 PM THE MESSY MIDDLE: WHAT NEEDS TO CHANGE
BETWEEN MANUFACTURERS & RETAILERS
DAVE PEACOCK, CEO AT ADVANTAGE SOLUTIONS

1:25-1:55 PM NETWORKING BREAK

1:55-2:15 PM CPG 2026: GROWTH, DISRUPTION, & OPPORTUNITY
KRISTIN CROUSE, SVP OF CLIENT INSIGHTS AT CIRCANA

2:15-2:50 PM STRATEGIC INNOVATION: DIFFERENTIATED
BRANDS, STORES, PRODUCTS, & THE DISTRACTED
CUSTOMER WITH LESLIE SARASIN, CEO OF FMI
TINA BROWEN, SR. MARKETING DIRECTOR AT JEWEL-OSCO
ASHLEY ROEHM, PRESIDENT AT ACOSTA SALES AGENCY
LIZ ZOLCAK, PRESIDENT AT FRESH THYME

2:50-3:10 PM CURRENT MARKET DYNAMICS IMPACTING
NATURAL, ORGANIC, & SPECIALTY
DEB CONKLIN, PRESIDENT & CEO AT KEHE

3:10-3:40 PM NETWORKING BREAK

3:40-4:15 PM THE EVOLUTION OF A VALUE-ORIENTED,
PROTEIN-SEEKING, INFORMED CONSUMER
WITH TRICIA GREYSOCK, PRESIDENT & CEO AT NFRA
CLARE GALVAO, VP OF SALES GROWTH & CAPABILITIES
AT KELLANOVA
GIL PHIPPS, SVP, GLOBAL CUSTOMER SOLUTIONS
AT ADVANTAGE SOLUTIONS
JENN MARTIN, VP OF MERCHANDISING FOR FRESH
AT MEIJER

4:15-4:35 PM THE MERGING OF TECHNOLOGY & THE FUTURE
ORR ORENSTEIN, SVP OF AI AT INMAR INTELLIGENCE

4:35-5:00 PM MANAGING THROUGH CHANGE
DOUG VANDEVELDE, CGO AT WK KELLOGG CO.
BRUCE BROWN, CCO AT WK KELLOGG CO.

5:00-7:00 PM OPENING NIGHT RECEPTION

DAY 2 | WEDNESDAY, MARCH 25

8:30-8:50 AM FMK UPDATE & AWARDS

8:50-9:10 AM HOW AN INDEPENDENT MINDSET IS A WINNER
FOR ALL
GREG FERRARA, PRESIDENT & CEO AT NGA

9:10-9:45 AM TRENDS, GENs, & TECH
WITH JERROLD COAKLEY, SVP OF HR AT STATER-BROS
CARRIE JONES-BARBER, CEO AT DAWN FOODS
ANTHONY KYLES, INDUSTRY EXPERT
TYLER SCHUTZ, VP OF RETAIL AT DUNNHUMBY

9:45-10:20 AM HEALTH & WELLNESS 3.0
WITH AMANDA LAI, ASSOCIATE PARTNER
AT MCMILLAN DOOLITTLE
BAN GEORGE, HEALTH & WELLNESS DIVISION DIRECTOR
AT KROGER MI
JOEY MATOS, SR. DIRECTOR OF SALES AT DANONE
TYLER LOWELL, MANAGING PARTNER & CEO AT CA FORTUNE

10:20-10:50 AM NETWORKING BREAK

10:50-11:25 AM IT'S AI'S FUTURE, WE'RE JUST LIVING IN IT
WITH LYNN PETRAK, LEAD WRITER & EDITOR AT CIRCANA
DEEPAK JOSE, HEAD OF DATA & DECISION INTELLIGENCE
AT NIAGARA BOTTLING
PAT WITTE, CGO AT REYES COCA-COLA BOTTLING
GARY SEAGRAVES, RVP AT MONDELÉZ INTERNATIONAL

11:25-11:40 AM LEADING THROUGH CHANGE
SRETNEN GAJIC, SVP OF NATIONAL GROCERY AT KDP

11:40-12:00 PM THE GALLO EVOLUTION: DRIVING
TRANSFORMATION THROUGH INNOVATION
STEPHANIE GALLO, CMO AT GALLO

12:00 PM CLOSING LUNCH

KEYNOTE SPEAKERS



BRAD BOGOLEA
CEO & Co-Founder
at Simbe Robotics



TINA BROWEN
Sr Marketing Director
at Jewel-Osco



BRUCE BROWN
CCO
at WK Kellogg Co



JERROLD COAKLEY
SVP, Human Resources
at Stater Bros Markets



DEB CONKLIN
President & CEO
at KeHE



KEVIN COUPE
Content Guy
at MorningNewsBeat



KRISTEN CROUSE
SVP of Client Insights
at Circana



GREG FERRARA
President & CEO
at NGA



SREten GAJIC
SVP of National Grocery
at Keurig Dr Pepper



STEPHANIE GALLO
CMO
at Gallo



CLARE GALVÃO
VP of Sales Growth &
Capabilities at Kellanova



BAN GEORGE
Division Director of Health &
Wellness at Kroger MI



TRISHA GREYSOCK
President & CEO
at NFRA



JUSTIN HONAMAN
Head of Worldwide Retail,
Restaurants, & Consumer at AWS



CARRIE JONES-BARBER
CEO
at Dawn Foods



DEEPAK JOSE
Head of Data & Decision
Intelligence at Niagara Bottling





SHAYNA KRAWCZYK
Customer Executive
at Hormel Foods



ANTHONY KYLES
Industry Expert



AMANDA LAI
Associate Partner
at McMillan Doolittle



TYLER LOWELL
Managing Partner & CEO
at CA Fortune



JENN MARTIN
VP of Merchandising for Fresh
at Meijer



JOEY MATOS
Sr Director of Sales
at Danone



ORR ORENSTEIN
SVP of Artificial Intelligence
at Inmar Intelligence



MADDIE PACIOREK
Associate Manager of Category
Management at Kellanova



DAVE PEACOCK
CEO
at Advantage Solutions



LYNN PETRAK
Lead Writer & Editor
at Circana



GIL PHIPPS
SVP Global Customer Solutions
at Advantage Solutions



ASHLEY ROEHM
President
at Acosta Sales Agency



KEITH ROTHSTEIN
GVP Strategy & Analytics
at Meijer



LESLIE SARASIN
President & CEO
at FMI



TYLER SCHUTZ
VP of Retail
at Dunnhumby



GARY SEAGRAVES
RVP
at Mondelēz International



KEYNOTE SPEAKERS



MIKE STIGERS
President
at Wakefern Foods Corp



DOUG VANDELVE
CGO
at WK Kellogg Co



KATELYN WANDEL
MBA Candidate
at University of Michigan



PAT WITTE
CCO
at Reyes Coca-Cola Bottling



LIZ ZOLCAK
President
at Fresh Thyme



DR. RUSSELL ZWANKA
Director of the FMK Program
at Western Michigan University



**& MORE TO BE
ANNOUNCED!**

FOOD MARKETING ALUMNI AWARD



KATIE PAUL

SVP of Merchandising at KeHE Distributors
BBA '09

ADRIAN TRIMPE AWARD



JEFF NAULT

Director of Data Science & Analytics at Meijer

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ABOUT WMU FOOD MARKETING

WESTERN MICHIGAN UNIVERSITY IS THE PREMIER UNIVERSITY IN THE US OFFERING A FOUR-YEAR BUSINESS DEGREE SPECIALIZING IN FOOD AND CONSUMER PACKAGED GOODS MARKETING.

- Of our students, **100%** have an internship experience upon graduation.
- Over **\$100,000** in program scholarships awarded and fully funded conference attendance granted to high-achieving students.
- Program includes **interviews, industry engagement, leadership, and community service**.
- Faculty with over **100 years of combined** industry experience.
- Professional **category management certification**.
- Industry leading **Food Marketing Conference** – attended by over 1,000 industry professionals.
- Over **50,000 miles travelled annually** by students to industry conferences, trade shows, and site visits.
- Strong success in **national case competitions**, and presence in global conferences.
- Our program is **centrally located** between Detroit and Chicago, with programs in Ireland and Thailand, and an industry tour throughout the Great Lakes region.
- An **industry advisory board** representing leading food industry companies with over \$300b in combined sales.



WMU'S FOOD MARKETING ASSOCIATION (FMA) IS A STUDENT-LED ORGANIZATION THAT CONNECTS STUDENTS WITH THE FOOD INDUSTRY TO SUPPORT NETWORKING AND LEADERSHIP DEVELOPMENT.

- Weekly Company Day meetings that include **company presentations, interviews, and networking mixers** with leading CPG employers.
- Meetings cover **industry trends, company culture, technology advancements, and career paths** related to the food/CPG industry.
- The **only WMU business organization** to consistently host new employers each week.
- Strong focus on **connecting students with industry leaders** to build networks and grow career opportunities.
- Committed to **aligning student career goals** with the **talent needs of top food/CPG employers**.



CONNECT WITH WMU'S FOOD MARKETING ASSOCIATION ON SOCIALS!



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