

# 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 WITH FMK ALUMNI**  
SHAYNA KRAWCZYK, ABIGAIL MAIN, MADDIE PACIOREK
- 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 BEING 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  
APARNA GALIASSO, HEAD OF NA RETAIL & CPG INDUSTRY STRATEGY & INDUSTRY DEVELOPMENT AT AWS
- 1:05-1:25 PM THE MESSY MIDDLE**  
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 GREYSHOCK, 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 VANDELDE, CGO AT WK KELLOGG CO.  
BRUCE BROWN, CCO AT WK KELLOGG CO.
- 5:00-7:00 PM OPENING NIGHT RECEPTION**  
SPONSORED BY GALLO, FOUNDERS, SLANE, & BELL'S

## DAY 2 | WEDNESDAY, MARCH 25

- 7:30-8:30 AM BREAKFAST**
- 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, VP 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, CCO AT REYES COCA-COLA BOTTLING  
GARY SEAGRAVES, RVP AT MONDELÉZ INTERNATIONAL
- 11:25-11:40 AM BUILDING YOUR LEADERSHIP FRAMEWORK & PRINCIPLES**  
SRETEN 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**

SEE YOU AGAIN NEXT YEAR IN KALAMAZOO!

# THE FMC 2027

MARCH 23 – 24, 2027

# 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



**APARNA GALIASSO**  
Head of NA Retail & CPG Strategy  
& Business Development at AWS



**STEPHANIE GALLO**  
CMO  
at Gallo



**CLARE GALVÃO**  
VP of Sales Growth &  
Capabilities at Kellanova



**BAN GEORGE**  
Division Director of Health &  
Wellness at Kroger MI



**TRICIA GREISHOCK**  
President & CEO  
at NFRA



**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**  
VP 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 Mondelez International



# KEYNOTE SPEAKERS



**MIKE STIGERS**  
President  
at Wakefern Food Corp



**DOUG VANDELDE**  
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  
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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