

Daniel W. Hooker

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Education

Master of Business Administration | May 2001 | University of Connecticut

Bachelor of Science | May 1993 | Charles H. Dyson School of Applied Economics and Management Cornell University

Work Experience

Senior Lecturer / Executive Education, Cornell SC Johnson College of Business Cornell University | July 2019 - Present

- Lecturer in Strategy, Marketing and Consulting for the Food Industry Management Program
 - Instructor, AEM 2480/6480: The Dynamics of the Food and Consumer Packaged Goods (CPG) Industry
 - Instructor, AEM 3270: Supply Chain Strategy, Marketing-Operations Simulation
 - Instructor, AEM 4480: Food Marketing Colloquium
 - Instructor, NBA 6290: Special Topics in Marketing
- Director and Team Lead for the Charles H. Dyson School of Applied Economics and Management External Education (Custom, Open and e-learning)

Head of Sales, the HIVE (Advisor)

PepsiCo Inc. | August 2018 – January 2020

- Develop a rapid commercialization and go-to-market model leveraging PepsiCo (aka Quick Cycle Innovation)
- Seek partnerships to develop brands with authentic propositions and inspired founders and nurture the next generation of first-to-market, disruptive products and brands in the food and beverage world

Vice President / General Manager eCommerce

Walmart, Inc. | March 2016 – August 2018

- General Manager and Chief Merchant responsible for all aspects of Private Brands Everyday Living Businesses including Food, Consumables, Health, Beauty, Baby and Pets across Walmart's growing eCommerce platforms including Jet.com.
- Chief merchant for on-line grocery delivery business (Jet.com)
- P&L responsibility \$1.2 Billion

Vice President Sales and New Business Development and eCommerce

Trilliant Food and Nutrition, LLC | January 2015 – March 2016

- Cultivated, developed, & implemented strategic relationships and optimized programs in alternative channels of trade within the beverage portfolio

- \$100 Million portfolio new business development

Chief Supplier Officer / Executive Vice President | 2001 – 2014

Daymon Worldwide

- Member of Senior Management Team that transformed entire business and culture
- Leads supplier and customer engagement; analytics and category solutions along with supply chain for all classes of trade in North America
- Senior Leader on import and export business
- \$250 Million multi-business unit P&L

Manager/Senior Consultant

Arthur Andersen LLC | 1998 – 2001

- Directed multi-million-dollar retail improvement engagements comprised of large-scale consultant and client teams

Director of Store Operations / Founder

Wakefern Food Corporation | 1995 – 1998

- Led the successful and profitable start up and operation of a chain of alternate format retail stores called Price Rite

Director of Operations

Aldi Food Inc. | 1993 – 1995

- Responsible for the operations, merchandising, staffing, inventory, productivity and expense control of a district of stores

Teaching and Outreach

- Program Director/Founder and Presenter, **Cornell University Rethinking Retail and Brands Virtual Conference**, November 2020
- Panelist, Institute of Food Safety at Cornell University, **Food Industry Alliance**, November 2020
- Director, **National Association of Convenience Stores & Cornell University Executive Leadership Development Program**, November 2020
- Presenter, Consumer and Technology **Kraft Heinz Master's Program**, November 2020
- Director and Presenter, **National Grocers Association Digital Series Head Start**, October 2020
- Director, **United Fresh Navigating Emerging Issues in the Fresh Produce Industry**, October 2020
- Presenter, "Private Brand Strategy," **Universidad de los Andes School of Business**, June 2020

- Director, **United Fresh-Cornell University Executive Education certificate program** **Leading Through Crisis: The Path Forward for the Fresh Produce Industry**, June 2020
- Panelist, Institute of Food Safety at Cornell University, June 2020
- Director/Presenter, **Cornell Foundational Excellence Program** at the New York Produce Show, NY, NY, December 2019
- Presenter, “Digital Intelligence and Marketing” **Kraft/Heinz**, Chicago, IL, November 2019
- Presenter, Keynote, “Changing Consumer / Response of Big Food / Rise of Private Brands,” **National Supermarket Association of Japan**, Tokyo, Japan, October 2019
- Presenter, “Grocery Delivery via Instacart Case Study, Private Brands and Retail Strategy, Case Study,” **National Supermarket Association of Japan**, Tokyo, Japan, October 2019
- Presenter, “The Future of Private Label” **Cornell Food Executive Program**, Ithaca, NY July 2019