

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 SC Johnson College of Business | July 2019 - Present

- Lecturer in Strategy, Marketing and Consulting for the Food Industry Management Program
- Team Lead for the Charles H. Dyson School of Applied Economics and Management Executive Education (Custom, Open and e-learning)

Head of Sales, the HIVE (Advisor)

PepsiCo Inc. | August – July 2019

- Develop a rapid commercialization and go-to-market model leveraging PepsiCo
- 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. | 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)

Vice President Sales and New Business Development and eCommerce

Trilliant Food and Nutrition, LLC | 2015 – 2016

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

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.

Manager/Senior Consultant

Arthur Andersen LL | 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.