

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 / Director 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 4000: Dyson Grand Challenges
 - Instructor, AEM 4400/5400: Retail Strategy
 - Instructor, AEM 4480: Food Marketing Colloquium
 - Instructor, NBA 6290: Special Topics in Marketing
 - Instructor, AEM 3450 and HADM 3435 Marketing Analytics Immersion
 - Instructor, NBA 6240: Strategic Product and Marketing Immersion
- **Executive 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 online 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 the Senior Management Team that transformed the 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 alternative-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

2025

- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, August 2025
- Director and Presenter, National Supermarket Association of Japan Retail Management Program, July 2025, and October 2025
- Director and Presenter, Food Executive Program, July 2025
- Director and Presenter, OMNICHANNEL Strategy Executive Program, June 2025
- Director and Presenter, Retail Media Strategy Executive Program, June 2025
- Director and Presenter, National Grocers Association Executive Leadership Development Program, June 2025
- Director and Presenter, International Fresh Produce Association Executive Leadership Development Program, March 2025

- Director and Presenter, Think like a Retailer, Workshop with Kellanova, January 2025

2024

- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, August 2024
- Director and Presenter, National Supermarket Association of Japan Retail Management Program, July 2024, and October 2024
- Director and Presenter, Food Executive Program, July 2024
- Director and Presenter, OMNICHANNEL Strategy Executive Program, June 2024
- Director and Presenter, National Grocers Association Executive Leadership Development Program, June 2024
- Director and Presenter, International Fresh Produce Association Executive Leadership Development Program, March 2024
- Director and Presenter, Think like a Retailer, Workshop with Kellanova, January 2024

2023

- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, August 2023
- Director and Presenter, Food Executive Program, July 2023
- Director and Presenter, National Grocers Association of Convenience Executive Leadership Development Program, June 2023
- Director and Presenter, OMNICHANNEL Leadership Program, June 2023
- Director and Presenter, International Fresh Produce Association Executive Leadership Development Program, March 2023
- Director and Presenter, Cornell Sathguru Retail Executive Program, Hyderabad, India, February 2023
- Presenter, ACCOR Leadership Immersion Experience NYC, January 2023

2022

- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, August 2022
- Director and Presenter, Food Executive Program, July 2022
- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, June 2022
- Director and Presenter, OMNICHANNEL Leadership Program, June 2022
- Director and Presenter, International Fresh Produce Association Executive Leadership Development Program, March 2022

2021

- Director and Presenter, United Fresh Executive Leadership Development in the Fresh Produce Industry, August 2021

- Director and Presenter, National Grocers Association Executive Leadership Development Program, July 2021
- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, July 2021
- Director and Presenter, Food Executive Program, July 2021
- Director and Presenter, National Grocers Association Executive Leadership Development Program, July 2021
- Program Director/Founder and Presenter, Cornell University Rethinking Retail and Brands 2.0 Virtual Conference, May 2021
- Thinkstar Education Consulting Co., Ltd. in partnership with Cornell University SC Johnson College of Business Certificate in Food & Beverage Leadership, May 2021
- Director and Presenter, American Frozen Foods Institute Leadership Program, February 2021

2020

- Program Director/Founder and Presenter, Cornell University Rethinking Retail and Brands 1.0 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

2019

- 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