



EXECUTIVE TITLE SUMMARY

- Director of Executive Education and Senior Lecturer, Cornell University SC Johnson College of Business (7/2019 - Current)
- General Manager and Advisor, PepsiCo the Hive/Quick Cycle Innovation (9/2018-11/2020)
- GM/VP, Walmart Global eCommerce, (2017 to 8/2018)
- SVP Fresh Operations & Merchandising, Jet.com, (2016-2017)
- VP National Sales, Trilliant Food and Nutrition, (2015-2016)
- EVP/Chief Supplier Officer, Daymon Worldwide (2001-2014)
- Manager Retail Consulting, Arthur Andersen (1998-2001)
- Director of Store Operations, Wakefern Food Corp. (1995-1998)
- Director of Operations, Aldi Food Stores, (1993-1995)

CREDENTIALS AND ESSENTIALS

- B.S. in Agribusiness and Marketing, Cornell University (1993)
- MBA, University of Connecticut (2001)

PROFESSIONAL SUMMARY

Dan is a global retail and consumer packaged goods executive with broad experience across diverse business environments and formats, leading traditional food retail operations and merchandising, as well as product development, consumer and category analytics, sourcing and procurement, global trading, national sales, and ecommerce. Dan has managed and led integrated business teams of up to five hundred employees, developing high performance teams. Dan is an outstanding strategist and general manager, and he has led the successful startup of multiple diverse businesses. For the last six years Dan has focused on the digital channel selling to ecommerce retailers and running multi-million-dollar businesses for Walmart.com and Jet.com, and as strategic advisor and Head of Sales to PepsiCo's the Hive/Quick Cycle Innovation. And today, Dan is on the Faculty at the SC Johnson College of Business at Cornell University where he teaches both graduates and undergraduates in Food and Consumables Marketing, Supply Chain Strategy, and he is the Director of External Education for the Food Industry Management Program.

After earning a degree from Cornell University in Agribusiness and Marketing, Dan plunged headlong into retail joining Aldi Foods as a District Manager. Dan quickly learned retail operations, and he was promoted to Director of Operations after only a year in the role. Because Dan was able to lead a diverse group of associates, Dan was charged with running the highest revenue and most complicated Aldi Division located in the inner-City of Chicago. Dan led the division in revenue per building, sales per labor hour and delivered over 50% reduction in shrink.

In the early 1990's Wakefern/ShopRite was overly concerned about Aldi's expansion east and contacted Cornell University for help. Ed McLaughlin, Dean of the Charles H. Dyson School of Applied Economics and Management, recommended Dan to help Wakefern/ShopRite combat the threat of the hard discounters, specifically Aldi. Dan jumped at the opportunity to start a business, and moved to West Springfield, MA and opened the first Price Rite Store. With nothing but a set of keys, an empty building and an idea, Dan created a very profitable retail business, and over the

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course of the next four years he opened nine additional stores. The stores were hugely successful early on and shattered all the sales projections and bottom-line expectations. Today there are sixty-four Price Rite stores that generate over \$1 Billion in annual revenue, and they are a strategic growth driver for Wakefern.

After opening the tenth store, Dan put in place a management team to run the day-to-day operations and decided to leave Wakefern in pursuit of a career in consulting. Dan joined Arthur Andersen Business Consulting as a Senior Consultant Retail Operations. Dan's area of expertise was retail operations and process improvement. His major clients were A&P Supermarkets, Ahold USA, and Winn-Dixie. During his tenure at Arthur Andersen Dan was chargeable 100% of the time and delivered many multi-million-dollar engagements and millions of dollars of value to the retailers he worked with.

To round out his career in retail, Dan joined Daymon Worldwide to hone his skills in merchandising, marketing, and procurement as the category manager for Beverages. With his experience he was quickly promoted to run the entire Food Team. Dan was on the pitch team that landed the Safeway Business, and he was selected to move to the west coast and run the business. Dan took an early interest in health and wellness and is/was an active and loud proponent of natural and organic products. At Safeway, Dan and the team launched multiple brands including Albertson's/Safeway multi-billion-dollar O Organics brand. At the time Safeway was the first Daymon account to turn a profit in the first year. After the successful launch of the Safeway account, Dan moved back east and ran the Pathmark business until he was promoted to Vice President and Officer of the Stop & Shop Giant Landover business. Dan and his team successfully helped Ahold reposition their core everyday brand and totally redesigned and improved the Nature's Promise brand which is the most recognized brand in the portfolio.

Dan's career progressed rapidly at Daymon Worldwide. When Ahold relocated corporate merchandising to Carlisle, PA Dan managed the Dollar General account in Nashville, TN. In 2011 a new CEO joined the company, and Dan was appointed to the Executive Leadership Team (ELT) as the Chief Supplier Officer (CSO). As the CSO Dan was responsible for a \$250 Million-dollar P&L and managed Category Management and Analytics, Supplier Relationships, Global Sourcing and Procurement and ran Daymon's import and export businesses. As a member of the ELT Dan was instrumental in re-inventing Daymon from consulting/brokerage company to a broader retail services company.

Dan left Daymon at the end of 2013 and joined Trilliant Food and Nutrition in January of 2014 as the Vice President of Sales for national accounts and e-commerce. Over fifteen months Dan delivered ten new accounts and over \$10 Million in revenue (cost), and he landed both **Walmart.com and Amazon.com**. Today, these two accounts are key growth drivers for the company and have positioned Trilliant as a leader in the beverage and health and wellness categories.

Based on a past relationship with a former Chief Leverage Officer of Walmart and Jet Board member Dan was recruited to join Jet.com as the Senior Vice President of Fresh and Private Brands in March of 2016. Dan successfully launched Jet.com's fresh business (also called Jet Urban Grocery). For twelve months Dan recruited and hired a Fresh Merchandising team while at the same time overseeing the fresh fulfillment operations servicing fresh customers from Boston to Chicago and as far South as Georgia. From the side of his desk, Dan also crafted the strategy and plan for Jet.com's private brand called Uniquely J. Walmart acquired Jet in August of 2016 and in

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April of 2017 Dan's role changed from running the fresh business to become the General Manager of the portfolio of Everyday Living Private Brands on Walmart.com and Jet.com. On October 23, 2017, Dan and his team launched the Uniquely J brand.

Dan has always delivered results, and this is consistent at Jet/Walmart. Dan's key performance metrics while at Walmart/Jet are below.

- Increased key inputs score by 25% (discovery, display, pricing, fulfillment)
- Achieved 98% in-stock rates, Increased sales by 48%, and Improved gross profit by 45%
- Launched two hundred unique items and became the top consumable brand on Jet.com.
- Achieved a 5% add-to-cart rate, 3% conversion rate, and 30% repeat rate across the portfolio.
- Four percent of website gross merchandise value and 22% of gross profit dollars

Dan left Walmart/Jet in August of 2018 and formed his own consulting company to advise PepsiCo on the creation of the HIVE / Quick Cycle Innovation (QCI). In July 2019, the HIVE/QCI was rolled into the e-commerce business unit at PepsiCo, and Dan returned to his alma mater Cornell University as a Senior Lecturer and the Director of External Education for the Food Industry. Dan teaches at the Charles H. Dyson School of Applied Economics and Management and the SC Johnson College of Business.

His courses include:

- The Dynamics of the Food Industry and Consumer Packaged Goods
- Supply Chain Strategy & Supermarket Operations Simulation
- Special Topics in Marketing
- Food Marketing Colloquium (aka Food Marketing Fellows)
- Cornell/Dyson Grand Challenges

TEACHING AND OUTREACH

- Director and Presenter, Cornell National Supermarket Association of Japan, Tokyo, Japan, October 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 Association of Convenience Stores & Cornell University 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
- Director and Presenter, National Association of Convenience Stores & Cornell University Executive Leadership Development Program, August 2022



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- Director and Presenter, Omnichannel Leadership Program, June 2022
- Director and Presenter, International Fresh Produce Association Executive Leadership Development Program, March 2022
- 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
- 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
- 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

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- 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

PERSONAL SUMMARY

Dan grew up in Orange County, CA. Being both a scholar and an athlete, Dan was recruited to play football at Cornell University. Dan acquired his passion for retail as a Food Marketing Fellow at Cornell University.

Dan earned his MBA from the University of Connecticut while working full-time at Arthur Andersen. Dan has three children, William, James, and Grace.

Outside of work, Dan enjoys keeping busy with kid’s activities, including soccer, lacrosse, field hockey, volleyball, and theatre. Dan is dedicated to living a healthy lifestyle, he is an avid triathlete and cyclist.