**Daniel W. Hooker**

475 Warren Hall, Ithaca, NY 14853-7801 | 201 312-5159 | [dwh22@cornell.edu](mailto:dwh22@cornell.edu) | [fmcg3864@gmail.com](mailto:fmcg3864@gmail.com)

**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 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 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 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 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**

**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