

Speaker Biographical Information

February 28 – March 2, 2011

(Alphabetical order by last name)

PAUL BLACKLOCK

External Supply Chain Business Unit Leader, General Mills Inc.



As Business Unit Leader Paul leads a multi-function team tasked with external manufacturing location selection and relationship development for multiple divisions. Additionally, Paul is on the Global Sourcing team working on expanding external manufacturing to a global level. He is also a member of a cross-functional Innovation team with a mission to accelerate GMI's connected innovation both internally and externally.

Paul has worked for General Mills for over 16 years in both Canada and US in various supply chain roles, including Plant Manager, Engineering and Maintenance.

GEOFF CAMPBELL

President, Power Packaging

Geoff Campbell is currently the President of Power Packaging, North America's largest Third Party Food and Beverage Contract Manufacturer/Packager. Power Packaging is a division of Exel/Deutsche Post World Net and headquartered in St. Charles, IL. Power Packaging has 8 facilities located in North America. Geoff joined Power Packaging in the early spring of 2002 as their Vice President of Sales.

Geoff was commissioned a 2nd Lieutenant in the United States Army upon graduation from College and after completing his two year military obligation has spent his entire career in the Consumer Packaged Goods industry or with an equipment supplier that supplied the industry.

Geoff's first assignment was that of a Sales Territory Representative for Thomas J. Lipton, now known as Unilever. The rumor that he and Sir Thomas came across the Atlantic together to establish the company in the colonies is not accurate. He then progressed through several Sales Management positions at Unilever and ultimately became the organization's Sales Training Manager headquartered on two separate occasions in Englewood Cliffs, N.J.

Geoff left Unilever to accept a Marketing position at Borden Foods, back in the families' hometown, where he held several Marketing and Senior Marketing Management positions. He and/or his groups had experience in the management of grocery, refrigerated and confection products with experience in the marketing management of one of America's favorite brands, Cracker Jack.

Geoff left Borden Foods and joined SIG Combibloc, an aseptic system and packaging material supplier, as Senior Vice President of Sales and Marketing, and was responsible for Sales and Marketing for the Western Hemisphere. Geoff gained International Business experience with SIG Combibloc as he was responsible for expanding the companies' sales and marketing efforts into Latin America.

Geoff is married to his high school sweetheart and they have two adult children and five beautiful Grandchildren.

Geoff is a graduate of the Ohio State University and has a B. S. in Business Administration with a Degree in Marketing. His primary interests surround his family, particularly grandchildren and, as you might expect, around the Ohio State sports scene.

LORA CECERE

Industry Analyst, Altimeter Group



Lora Cecere, an industry analyst with Altimeter Group, focuses on the changing face of enterprise technologies and the impact on value chain processes. Her research is designed for the early adopter seeking first mover advantage. Current research topics include the digital consumer, social commerce, supply chain sensing, demand shaping and revenue management, demand-driven value networks, accelerating innovation through open design networks, the evolution of predictive analytics, emerging business intelligence solutions, and technologies to improve safe and secure product delivery. She writes a blog for 2000 readers at www.supplychainshaman.com.

Lora is known as a supply chain visionary who understands software. She brings seven years of industry analyst expertise coupled with two decades of manufacturing, marketing, and software expertise. Her analyst experiences include roles at Gartner Group and most recently at AMR Research. Before serving as an industry analyst, Lora worked for 11 years in software development for supply chain management for Manugistics and Descartes Systems Group. Previously, Lora worked for 17 years in manufacturing operations, warehouse management and customer service, distribution planning, research & development, procurement and human resource roles for Procter & Gamble, Kraft/General Foods, Clorox, and Dreyers Grand Ice Cream. Her understanding of the business user perspective of technology coupled with her enterprise application experience allows her to quickly validate new concepts and debunk market hype. She is known for her hard-hitting, often contrarian views.

Lora graduated from the University of Tennessee B.S. in chemical engineering and earned a MBA from the Wharton School of Business. She has also completed post graduate work in organizational development from Georgetown University. Lora is APICS CIRM and CPIM certified and is a past teacher of effective marketing concepts for software executives in the Pragmatic Marketing program

JULIE CHRISTIANSEN

Customer Solutions, Apex International



Julie Christiansen has an 18 year track record in marketing, product development and sales with a variety of consumer packaged goods marketers and manufacturers. Her professional experience in the food and personal care industries ranges from classic training with Fortune 500 companies to small, fast-paced entrepreneurial businesses. Her previous employers include Miller Brewing Company, Dean Foods, Watkins and Apex International Manufacturing. She has a unique ability to blend strategic vision with precise execution, and to understand the needs of both consumer and customer.

DAVID FINCH
CEO Ryt-way Industries LLC



David Finch is currently the CEO of Ryt-way Industries LLC, the leading dry foods contract packaging and food packaging technology company in North America. Ryt-way operates 8 production facilities in 5 different locations. Ryt-way also owns Cloud packaging Solutions, the leading OEM of high speed, horizontal packaging equipment for packets, pouches, and stand-up pouching for the food and beverage industry. David joined Ryt-way in 2008 as CEO at the time Ryt-way was acquired by Wind Point Partners of Chicago, IL.

Prior to Ryt-way David worked for Johnsonville Sausage for 11 years in a variety of marketing and general management positions. David started his career at Hormel Foods as a sales representative, progressing through a number of marketing positions, including management positions in Hormel Foods International. David is a graduate of Northwestern University (B.S. Economics) and the Kellogg Graduate School of Management (MBA). He currently serves on the boards of Quality Ingredients Company, Duluth Trading Company, and the J&B Group.

JOHN FOGERTY
Director of Procurement, Store Development, Starbucks Coffee Company



John Fogerty is a graduate of Sir John Moores University in Liverpool England w Chartered Institute of Purchasing and Supply, an internationally accredited supp

Currently employed by Starbucks Coffee Company in the role of director of Procurement for Store Development and IT, John is tasked with reducing store opening costs on a global level while also developing a high performing sourcing team.

Previously employed by Conway Inc in the role of Director of Strategic Sourcing, where he had oversight to a successful procurement transformation, managing the introduction of a new sourcing application and realignment of staffing into a category based model. Prior to that John had a short spell in the bay area where he worked for Kaiser Permanente in the role of Sourcing Director for Capital, Construction and Facilities. John was also employed by Nike Inc for 8 year in Amsterdam and Portland, Oregon, where he held three posts, Head of European Retail Procurement, Global project leader for the implementation of the Procurement and e-procurement modules of SAP and Head of Global Sourcing. Previous to his time with Nike Fogerty held posts within Retail Construction for the fourth largest food retailer in the UK and also had spells in both the Utilities and Defense sectors in the UK.

DAVID HEMPSON
SVP Business Development, Marietta



David Hempson has served in different capacities at Marietta since 1981 after leaving his position as a high school science teacher in Skaneateles, NY. Taking on the challenges associated with the growth of a young, promising business, he began his career at Marietta Packaging Corporation as Director of Quality Assurance. In 1986, Dave took on the operational responsibility of Chief Operations Officer and served for over 20 years in that capacity.

In 2006, Dave undertook a new direction as Marietta's SVP of Business Development.

Dave has always been a participant in the Cortland community serving in such diverse roles as softball coach, Chair of the Publicity Committee for the Cortland County Chamber of Commerce, member of the Advisory Board of SUNY Cortland's Center for Lifelong Learning, Board Member on the SUNY Cortland Foundation, and Chairman of the Cortland Memorial Hospital Board.

Dave's wife Karen is a Lecturer of Social Studies Education at SUNY Cortland. His daughter Natalie is a graduate of Hobart & William Smith College and received her juris doctorate from Syracuse University where she is a part of a Syracuse law firm. His daughter Julie is a graduate of Ithaca College, is presently a social studies teacher, and is pursuing her Master's Degree in Social Science at Syracuse University.

CHRIS HILL

European Business Development Director, Sonoco Services



Chris leads Sonoco's team developing new business in Europe for the Services sector. He works with major international FMCG groups on supply chain optimization through outsourcing of packing operations, allowing them to focus on their core competencies. These strategic partnerships lead to costs reductions alongside opportunities to standardize packing and promotional formats across Europe, whilst improving speed to market. Using postponement principles, retailer needs are met on a flexible basis with an agile, responsive, supply chain. Previously Chris managed one of Sonoco's specialized packaging material divisions developing a global customer base whilst introducing new product and manufacturing technologies.

A graduate of Warwick University's globally renowned Business School, Chris' passion is the introduction of innovative approaches to drive value for customers from pack design through packing to retail.

GREG HOOKS

COO, Roskam Baking Company

Greg has been with Roskam Baking Company for 23 years where he has contributed to the steady rapid growth of the company in many categories. Prior to this, he was in the commercial banking industry for 17 years as the President of West Michigan Region Comerica Bank.

Greg is a graduate from the University of Notre Dame and has earned his MBA from the University of Michigan. Greg is married with 3 children, enjoys golfing and aspires to one day learn to read without moving his lips.

CHAD KERLIN

Vice President, External Supply Chain, General Mills, Inc.



Chad Kerlin is currently Vice President of the External Supply Chain for General Mills, Inc., where he is responsible for leading all aspects of the commercial relationships with external finished product supply partners across all General Mills divisions.

Kerlin joined General Mills in 1991 and spent 14 years in their Manufacturing organization in roles of increasing responsibility across 7 locations, culminating in his assignment as Plant Manager for one of their biggest dry retail manufacturing locations.

In 2006, Chad relocated to General Mill's World Headquarters in Minneapolis to assume the role of Director of Ingredient Sourcing where he was responsible for procurement activities associated with all non-commodity food raw materials, including dairy, meat, fruit, vegetables, and performance ingredients. Chad has been in his

current role since 2010.

Over the years, Chad has been very involved in the communities in which he's lived, from coaching his daughters' various sports teams and in a wide variety of volunteering roles. He has particular passion for those organizations focused on increasing diversity awareness and opportunity and on mental health issues.

Chad holds a Bachelor of Science Degree in Aerospace Engineering from the University of Notre Dame and is a graduate of the Kellogg Management Institute at the Kellogg School of Management. He and his wife, Kelly, live in Chanhassen, MN and have three daughters, Hayley (15), Abby (10) and Maddie (8).

T.S. KHURANA

Senior Director, Supply Chain Management, Cisco Systems, Inc.



T.S. leads Partner Sourcing and Management as a Senior Director within Customer Value Chain Management (CVCM). He has oversight responsibility for all of Cisco's commercial manufacturing relationships, services and associated factories, and manages \$3B in manufacturing spend within its worldwide network of outsourced factories.

During his 10 years with Cisco, T.S. has held several leadership positions, responsible for acquisition integration, operations for the Catalyst 6500, commodity management and new product introduction activities. He recently returned to San Jose, CA after working in Bangalore, India where he led CVCM's globalization efforts.

Prior to joining Cisco, T.S. was at KLA-Tencor for 11 years. He held several leadership positions, including Director of Sales, Asia Pacific, responsible for the direct management of KLA-Tencor's sales, marketing and technical product applications activities in Japan, Taiwan, Korea and China. He also held other positions in marketing, engineering, and operations management, supporting KLA-Tencor's Silicon Wafer Inspection Equipment Division.

Complementing his high-tech industry experience, T.S. worked in the automobile industry with General Motors in Rochester New York.

T.S. holds a bachelor's degree in Electrical Engineering from the University of Rochester and an MBA with Honors from Santa Clara University. His awards and recognition have included one of only three KLA-Tencor President's Awards for superior operational and financial performance in manufacturing. He also received the Cisco Manufacturing Excellence Award for notably improving the manufacturing operational performance of the Catalyst 6500. T.S., a native of India, currently works in San Jose, CA. He resides in the Bay Area with his wife, daughter and two sons.

Scott King

Executive Vice President of Operations/Manufacturing, Faribault Foods



Scott King is the Executive Vice President of Operations/Manufacturing for Faribault Foods, Inc, a leading manufacturer of Branded, Co Packed, and Store Branded shelf-stable food products. Scott has been working at Faribault Foods, Inc since August of 2006 and leads the Manufacturing, Engineering, Quality, and Warehousing functions. Previously he spent 15 years in Food Manufacturing with General Mills and 5 years with Mobil Oil Corporation (now Exxon/Mobil) as an Engineer and Finance Manager. Scott graduated from University of the Pacific with a BS in Mechanical Engineering and a minor in Physics.

EDDIE MENDIVIL

Vice President of Global Quality, Neways International



Responsible for developing an organizational strategy for executing quality systems in 23 countries, Eddie Mendivil has served for the last seven years as Vice President of Global Quality for Neways International.

Mr. Mendivil has 23 years of experience in the quality management field and seven years as an executive in the dietary supplement, personal care, and over-the-counter industries. Prior to joining Neways International, he worked as Director of Quality for Nature's Way, which he originally joined in 1988 as a quality analyst.

During his tenure with Nature's Way, whose client base included retail and pharmaceutical companies, he was directly involved in strategically developing the company's quality systems and regulatory compliance program. He holds a Bachelor of Science from Brigham Young University and a Masters of Business Administration from the David Eccles School of Business at the University Of Utah. Mr. Mendivil is married and has two daughters and two sons.

DAVE NELSON

CEO and Senior Advisor, Dave Nelson Group, Inc.



Dave has held several leadership positions including Chief Procurement Office at Delphi, Corporate Officer and Senior Vice President of Purchasing and Corporate Affairs at Honda of America Manufacturing and Vice President of Worldwide Supply Management at Deere & Company. Dave began his career and spent over 30 years with TRW in various manufacturing, quality control metallurgy, materials, sales and marketing positions.

Dave's achievements and awards include Purchasing Magazine's Medal of Professional Excellence while with Honda and Deere, founded and chaired the OESA Chief Purchasing Council, named to the Automotive News Allstar Team in 2003 and 2004, the Shingo prize Manufacturing Academy and a member of the Shingo Board of Trustees and Global Purchasing and Supply Management's highest award, the J. Shipman Gold Medal award presented by the Institute for Supply Management in 2006.

Nelson has co-authored three books, one on Honda, and the others on best practices for managing supply chains. Nelson has also received two honorary doctorate degrees and one honorary MBA.

STEVEN PETERSON

Director Sourcing Sustainability, General Mills, Inc.



Steve is the Director of Sourcing Sustainability at General Mills. Steve managed external manufacturing at General Mills 2005-2010. Previously, Steve was a member of the Integration team creating the combined Supply Chain resulting from the General Mills and Pillsbury merger.

Prior to joining General Mills, Steve had 15 years of experience with Pillsbury. Steve held positions of increasing responsibility within Supply Chain Operations, starting as a Commodity Analyst and lastly holding the position of Senior Director Sourcing Services (Transportation, Warehousing, & Contract Manufacturing).

Steve has been involved for many years in collaborative manufacturing and sourcing. He initiated collaborative efforts in transportation and warehousing for Pillsbury and led these initiatives through the merger with General Mills, Inc.

Steve's educational background includes a M.S. degree in Agriculture & Applied Economics from the University of Minnesota. Steve earned his B.A. degree from St. Olaf College in Northfield, MN.

Steve resides in Golden Valley, MN with his wife, Dr. Mary Wilkens, and his three children Luke, Katie, and Jacob. Steve also owns and manages Peterson Farms, a grain and livestock operation in Paynesville, MN.

MIKE RICKETTS

President and CEO, Quality Packaging Specialists International, LLC (QPSI)



Mike has been a successful entrepreneur and business innovator for over 20 years. He has founded or helped launch numerous start-ups in the business and real estate areas. He is founder, Chairman and CEO of Quality Packaging Specialists International, LLC (QPSI), a middle market supply chain solution company headquartered in New Jersey. With its minority equity partners, The Rock-Tenn Company of Atlanta, GA (NYSE:RKT) and OH Logistics of Nashville, TN, QPSI provides cutting edge marketing, packaging and fulfillment services to Fortune 500 companies.

Mike has grown QPSI from start-up both organically and through strategic acquisitions. QPSI has received numerous awards and accolades from business organizations and customers, including most recently the 2007 Diversity Supplier of the Year Award from Johnson & Johnson. Mike is also the founder and majority shareholder of Promotion Execution Partners, LLC (PEP) of Cincinnati, which includes as a minority shareholder a publicly traded marketing solution company, Valassis Communications, Inc. (NYSE:VCI). PEP is a premier provider of product promotion execution programs for Fortune 500 companies. Mike also serves on the Boards of the P&G Advisory Council and the Philadelphia Drug Exchange, the oldest active trade organization in America.

Mike has agreed to undertake an initiative sponsored by certain Fortune 500 companies to increase the number of Minority Small Manufacturing Enterprises in the U.S. Mike is also actively involved in various commercial and urban redevelopment real estate projects.

STEVEN REIDELL

Quality Assurance Manager Beauty & Grooming External Supply Organization, Procter & Gamble



Steve joined The Procter & Gamble Company in 1992 in Research & Development, honing his skills in the laboratory, pilot plant, and manufacturing plants. He started his QA career 13 years ago, including assignments in Research & Development QA, Manufacturing QA, and numerous global projects. Steve is currently responsible for North America External Supply Organization Quality Assurance, managing external manufacturing for all P&G Beauty & Grooming product categories and relationships with a large number of contract manufacturing sites. His organization partners with external sites to build their quality assurance capability and help ensure that P&G's (and consumers) quality expectations are met.

Steve is also recognized within P&G as a QA expert and thought leader in acquisition integration. Steve is a graduate of Iowa State University with a Bachelor of Science in Chemical Engineering.

LISA SHAMBRO

Executive Director, Foundation for Strategic Sourcing



Lisa Shambro started her career with Procter & Gamble in Sales, followed by positions in Marketing, then in Mergers & Acquisitions, and acquisition integration. Subsequently, Lisa spent several years in a strategy consulting practice with CSC/Weston Group, followed by international experience leading business development, sales and e-business efforts for Warner Lambert/Pfizer (now part of Kraft or J&J's Consumer Business). The most recent segment of her career has been focused on business-to-business in the Contract Manufacturing industry for Newell Rubbermaid/Oryx Capital and Outsourcing Services Group where she held the position of Chief Customer Officer and Senior Vice President of Marketing.

She then established the Foundation for Strategic Sourcing (F4SS) where she serves as Executive Director. Lisa serves on the Board of the University of San Diego Supply Chain Management Institute, and is a regular contributor to CM&P and Contract Packaging Magazines.

DOUGLAS SHARFSTEIN

President, The Strive Group

Mr. Sharfstein is currently President of The Strive Group (www.strivegroup.com), the largest independent-service provider of in-store promotional solutions in the United States. Mr. Sharfstein had served as General Manager of Display Graphics, LLC since 1999. From 1997 to 1999, Mr. Sharfstein was President of World Distribution Group, a transportation and logistics services company owned by the Sharfstein family now called Strive Logistics (www.strivelogistics.com). Prior to his tenure as President of World Distribution Group, Mr. Sharfstein held increasingly responsible management positions at World Distribution. Mr. Sharfstein holds a bachelor's degree in Economics and Political Science from the University of Arizona.

ROB SWIFT

Associate Director, Supplier Capability Enhancement, Contract Manufacturing Purchases, Procter and Gamble



Rob is in his 30th year with P&G, splitting his career between manufacturing and purchases roles. Rob's new role at P&G focuses on improving the capability of P&G's global contract manufacturing supply base. Rob has experience across P&G's Health & Well-Being, Beauty & Grooming, and Household Care Global Business Units, as well as Global Business Services, and Corporate Functions. Rob has worked for over a decade in all facets of P&G's contract manufacturing business. In addition to his P&G work, Rob has worked with F4SS and served on its Board of Directors since its inception.

Rob and his wife enjoy many outdoor and home improvement hobbies and are very active in Church and volunteer work with the Boy Scouts. They are the proud parents of six children and grandparents of three beautiful grandchildren.

CHRISTOPHER TAYLOR

Founder & CEO, Crescent Park



Mr. Taylor, a fifth generation native of Cincinnati, attended the University of Cincinnati in Business Administration and is a graduate of Harvard Business School in an intensive three-year advanced management degree program. Mr. Taylor has been involved in the business for over 25 years and represents the fifth generation of Taylor's to actively operate the business. In 1987, Mr. Taylor recognized the need for a new warehousing and contract packaging operation to complement the existing operations at that time and formed Crescent Park Distribution Centers, Inc, of which he was the principal officer. Since then Mr. Taylor has led Crescent from a startup company, to multi-million dollar Intergrated Supply Chain Services Company, for major domestic and international corporations. The organization has operations in three Midwestern states, employing over 500 personnel.

Mr. Taylor is a member of YPO since 1999 and an active officer of the Cincinnati Chapter. Mr. Taylor has held board of director position for Research & Development Association for the Military Food and Packaging systems, along with various charitable and local organizations.

STEVE WEINSTEIN

Director, New Venture & Innovation Sourcing



As Director, Steve is responsible for enabling the commercialization of disruptive and innovative new products and businesses for Johnson & Johnson Consumer Products Co.

Prior to re-joining J&J in June 2007, Steve spent the previous 7 years helping to run two start-up companies. Most recently, he was VP – Sales Development & Logistics at USA Detergents, Inc. (a privately-held household cleaner, air care and personal care CPG). Prior to that, he was VP – Sales & Marketing for Netgrocer.com (the leading nationwide Online Grocer and Retailer/CPG service provider) where he led business partnerships, search optimization, web design, loyalty programs, and Retailer and CPG services & relations.

From 1995 through 2000, Steve held positions in both Operations and Marketing at Johnson & Johnson Consumer Cos. His experiences ranged from running the Johnson's Baby Shampoo and Lotions businesses to leading National Planning for Personal Products Co.

Steve earned his MBA from the Fuqua School of Business at Duke University and holds a BA, Economics from Rutgers College.

LUKE WITT

Associate Manager of Supplier Diversity, General Mills Inc.



Luke Witt currently acts as the Associate Manager of Supplier Diversity at General Mills Inc. He joined General Mills in 2006 and served in Account Operations with the General Mills Wal-Mart team. In 2008, Luke joined the Supplier Diversity team and has played a key role in the continued development of the Supplier Diversity program. He supports and develops Supplier Diversity goals and initiatives throughout the company. In addition, he works to create and foster both internal and external relationships that strive to increase General Mills' Supplier Diversity growth. Luke graduated from St. John's University with a degree in Psychology. Prior to joining General Mills, he played professional basketball abroad in both Europe and Australia and served as a Psychology counselor at the Amherst H. Wilder Foundation.