

Bon Appétit: Marketing in the Food and Beverage Industry

Johns Hopkins University AMA's 10th Annual Regional Conference

Description

The Johns Hopkins University AMA's chapter is proud to host its 10th Annual Regional Conference: "Bon Appétit: Marketing in the Food and Beverage Industry." The conference will feature both a case competition and presentations from several distinguished keynote speakers who are marketing practitioners at industry-leading brands.

Our three keynote speakers will speak about their diverse marketing experiences within the food and beverage industries at the **Kraft Heinz Company, McCormick & Company**, and more. The case competition will focus on a viral Asian snack food company, Rooted Fare, with the case written by the co-founder herself, Hedy Yu. To participate in the case please form a team of 3-4 people. If you would like to compete but are having trouble finding a team, please register anyways and we will match you with a team.

Don't miss out on this rare opportunity to hear from and interact with industry experts, compete in the case competition **for a chance to win \$500**, and network with speakers, judges, and other students.

Logistics

Date: **Saturday, October 22nd, 2021, 11 am - 4 pm EDT** (with lunch break)

Registration Link: <https://cglink.me/2dh/r1805990>

Location: Virtual (Zoom) <https://JHUBlueJays.zoom.us/j/96578592627>

Cost: Free for non-case participants, \$10 per person to participate in the case competition

Case Competition Prize Money: \$500

Case Release Date: Saturday, October 15th

Case Registration Deadline: **end of day on Friday, October 14th**

Google Form to be Matched with a Team: <https://forms.gle/VHESUq761vayrozE7>

Conference Registration Deadline: Saturday, October 22nd

Speaker Biographies

Taylor Douglas, Senior Manager at The Kraft Heinz Company

After graduating from Miami University of Ohio in 2016, Taylor has had a range of marketing experiences. Initially starting her career out as a digital media supervisor at Starcom, Taylor later went on to join OMD digital ad agency before landing at the Kraft Heinz Company in 2020. She now works as a senior manager for both eCommerce and Omni Shopper Marketing.

Ramesh Moorthy, Director at the McCormick & Company

Ramesh Moorthy is a seasoned Market Research and Consumer Insights Leader with a 20+ year track record of leading marketing, manufacturing, and non-profit organizations with strong results. Graduating from the University of Michigan in 1992, Ramesh worked in marketing analytics over the past 20 years and excelled in driving business strategy and execution with the end goal of optimizing marketing ROI. Currently, Ramesh is a Director at McCormick & Company, leading a team of people in Marketing and Sales Analytics.

Case Prompt

- Case writer: **Hedy Yu and Ashley Xie**, founders of Rooted Fare
- Rooted Fare is an Asian snacking company that allows Chinese Americans to proudly and easily reconnect with their heritage through food by making fun and modern Chinese-American foods of nostalgic flavors in modern formats.