



ON CAMPUS

## Food Industry Executive Program

Elevate your potential with our program designed exclusively for preparing the food industry's future leaders, in partnership with the Western Association of Food Chains (WAFC).

In an immersive four days of business curriculum tailored specifically for industry executives, the Food Industry Executive Program (FIEP) delivers innovative knowledge and critical skills essential for executives to elevate their personal leadership and management skills and effectively lead their organizations. Learn the latest industry trends while networking with your peers.

**EXECUTIVE-IN-RESIDENCE:** Oscar Gonzalez, Co-President of Northgate Gonzalez Market, named 2020 USC FIEP Executive-in-Residence

The USC Marshall School of Business Food Industry Executive Program (FIEP) has named Oscar Gonzalez, Co-President at Northgate Gonzalez Market, as Executive-in-Residence for FIEP 2021/22.

Gonzalez is a graduate of the Pepperdine University Executive MBA program. He serves on the boards of the Food Marketing Institute, the Western Association of Food Chains, and Homeboy Industries. He has also served on the board of Unified Grocers, as well as being on the Coca Cola Retailing Council. In addition, Gonzalez is active in the Young Presidents Organization. In 2018 Oscar and his family received the Robert B Wegman Award and The Stars & Stripes Good Scout Award in 2013. In 2020, Oscar was named Executive of the Year for the USC Food Industry Management Program.

"I have seen first-hand the transformational impact that the USC FIEP program has had on our many associates who have graduated from the program. Not only has the program produced a well-rounded growth in their overall business knowledge, but it has helped them develop a heightened level of self-confidence and thirst for learning, which has positively shaped all aspects of their lives" says Gonzalez.

Gonzalez lives in Southern California with his wife Silvia and four children – Karla Teresa, Clarissa, Oscar Miguel, and Victoria Nicole. His personal life revolves around family activities associated with his immediate and large extended family – including 12 siblings and 50 nephews and nieces.

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### Key Takeaways / Curriculum:

- Strategic Mindset
  - Industry Evolution and Disruption
  - Strategic Marketing
  - The Science of Bias, Diversity and Inclusion
  - Leadership, Power and Influence
  - Executive Presence and Communication
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### Who Should Attend:

The program is geared to high-potential food industry managers, directors and executives seeking to grow and strengthen their leadership and strategic thinking skills, foster teamwork and collaboration, and increase revenue. Attendance by multiple company representatives will amplify the program's impact and will enable the organization to align performance more quickly throughout the organization.

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### DATES

First Dates –March 14 to 17, 2022

Second Dates –September 19 to 22, 2022

Third Dates –March 13 to 16, 2023

### TIME REQUIREMENT

4 days, totaling 32 hours

### PROGRAM COST

\$3,995

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### Program Faculty

**Cynthia McCloud**

*Director, Food Industry Programs, and Adjunct Professor of Management and Organization*

**Executive Education**

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