

USC Marshall School of Business Honors Dr. Jeffrey Hendrix as Food Industry Executive of the Year

LOS ANGELES – January 20, 2025 – University of Southern California Marshall School of Business is proud to honor Dr. Jeffrey Hendrix, senior executive at Bimbo Bakeries USA, as the Food Industry Executive of the Year for the Food Industry Management (FIM) Program, Cohort of 2026.

For nearly six decades, USC has recognized an exceptional food industry leader whose career reflects strategic leadership, innovation, and a deep commitment to developing people. Dr. Hendrix’s selection honors not only his professional achievements, but also his dedication to transforming lives through education—values strongly shared by USC, the FIM Program, and the Western Association of Food Chains (WAFC).

Throughout his career, Dr. Hendrix has held senior leadership roles across the consumer-packaged goods industry, guiding organizations through growth, complexity, and change. Known for his thoughtful approach to strategy, talent development, and long-term value creation, he has consistently invested in building strong teams and cultivating future-ready leaders.

“Education has the power to change the trajectory of a career, a company, and an industry,” said Dr. Hendrix. “Programs like FIM play a critical role in preparing leaders not just for today’s challenges, but for what’s next.”

Dr. Hendrix’s leadership philosophy closely aligns with the mission of the FIM Program, which prepares high-potential leaders for senior roles through rigorous academics, real-world application, and exposure to innovative thinking across the food industry. His career serves as a powerful example for students navigating leadership in a fast-changing and highly competitive environment.

The award will be presented during the FIM Cohort of 2026 Graduation on April 29, 2026, on the USC campus. The event brings together industry executives, alumni, donors, and faculty to celebrate graduating students and the future of the food industry.



On behalf of the USC Marshall School of Business and the Food Industry Management Program, we are honored to recognize Dr. Jeffrey Hendrix as the 2026 Food Industry Executive of the Year and grateful for his lasting impact on the industry and its future leaders.

SHORT EXECUTIVE ANNOUNCEMENT

USC Honors Dr. Jeffrey Hendrix as Food Industry Executive of the Year

The USC Marshall School of Business is pleased to announce Dr. Jeffrey Hendrix, senior executive at Bimbo Bakeries USA, as the Food Industry Executive of the Year for the Food Industry Management (FIM) Program, Cohort of 2026.

Dr. Hendrix is recognized for his commitment to developing people and his belief in the transformative power of education. Throughout his career in the consumer-packaged goods industry, he has successfully led organizations through growth and change while investing deeply in building strong, future-ready teams.

His leadership philosophy closely aligns with the mission of the FIM Program, which prepares high-potential leaders for senior roles through academic rigor, real-world application, and exposure to innovative industry thinking. For students, Dr. Hendrix's career exemplifies what is possible when leadership, learning, and purpose come together.

The award will be presented at the FIM Cohort of 2026 Graduation on April 29, 2026, at USC.

USC Marshall School of Business Food Industry Management Program

Now in its 67th year, the Food Industry Management (FIM) Program at USC Marshall School of Business is a premier leadership development experience that transforms high-potential employees into high-impact leaders. Each year, 30–35 participants from a wide range of food industry companies are selected for this elite, semester-long program based on demonstrated management achievement and significant potential for future leadership advancement. FIM is designed for strong performers ready to grow from transactional leadership to strategic, transformative leadership that shapes culture and drives long-term organizational impact. Research shows that

52% of FIM graduates over the past 10 years have advanced into executive or senior leadership roles, are twice as likely to be promoted, and remain with their organizations an average of seven years longer than non-graduates. The 16-week, on-campus program is taught by USC Marshall's most sought-after faculty, and every participant receives a full tuition scholarship through the Western Association of Food Chains (WAFC). Learn more: <https://execed.marshall.usc.edu/fim-program/>

Program Contact: Jennifer Fisher
Food Industry Management Program Office
(213) 740-0416
fim@marshall.usc.edu

Media Relations Contact: Andrea Dimond
Director, USC Marshall Food Industry Programs
akdimond@marshall.usc.edu

About USC Marshall School of Business Executive Education

USC Marshall Executive Education delivers career-relevant, non-degree programs designed to develop the resilience, agility, and innovation of business professionals and executives. The department also partners with organizations and corporations to design and deliver custom programs. Led by distinguished USC Marshall faculty and an expert program team, Executive Education provides rigorous, results-driven learning solutions that create lasting impact.

More information: www.marshall.usc.edu/execed

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