

Supply Chain 123: Food & Beverage - Facilitator Bios

Peter Chapman

Peter Chapman has over 25 years of experience in food retail and consulting, including product development, building relationships throughout the supply chain and retail merchandising. Starting at the store level, he learned how to implement strategies at retail, and then spent nearly 20 years at Canada's largest food retailer, Loblaw's, expanding his knowledge working in various departments, including merchandising, marketing, advertising and real estate. In 2007, Peter started a company to provide customized services to producers, processors and retailers across Canada and in the U.S. who want to increase their sales. Peter works directly with producers and processors to help them understand their customers, the retailers.

Working with a range of Food and Beverage clients, Peter has helped retailers assess current operation to find opportunities to improve sales and the bottom line; assisted producers and manufacturers to understand the large retailers and how they can become a more valued supplier and drive more sales; and, re-designed store layouts and merchandising standards

Peter holds a BComm from Mount Allison University and is a published author, writing *A la cart: A supplier's guide to retailers' priorities*.

Janice Goguen

Janice Goguen has over 30 years of experience in economic development, on a regional (Atlantic), national and international basis. Since 2012, Janice has worked directly with SMEs to identify opportunities and strategies that allow Atlantic Canadian firms expand their presence both domestically and in international markets, either directly to consumers or via supply chains to business customers.

Since joining the private sector, Janice has led trade training or market development projects for, amongst others, the Atlantic Food and Beverage Processors and several NB-based, growth-oriented SMEs, including those in the food and beverage sector. She has worked directly in developing market-entry and growth strategies for a number of Food and Beverage sector companies and has participated in several international food shows and festivals in markets including Boston, New York and Philadelphia, USA and in India.

Janice has a Bachelor of Arts (Communications) from the University of Ottawa and several credits in Marketing and Economics from l'Université de Moncton, in addition to Public Service training in Financial Management, Policy Development, Leadership and International Business Development.

Dale Thibodeau

Dale Thibodeau founded DJ Thibodeau & Associates in 2006, after a successful career with major companies such as JD Irving Ltd., McCains and Purolator Courier. With JD Irving from 1991-2006, Dale was also the VP General Manager for Irving Land Transportation where he had full operational and profit & loss responsibility for multi-modal transportation companies operating in the Unites States and Canada with a combined revenue base of over \$170 million.

At DJ Thibodeau & Associates, Dale has developed a niche in the Atlantic Region helping entrepreneurs and business executives improve profitability through better organizational alignment and

accountability. His expertise in food and beverage is supported by experience in lean supply chain consulting and credentials as a Six Sigma Champion and Lean Expert.

Dale has a Bachelor of Business Administration and has undertaken executive training in results-based leadership, valuation of companies, and professional sales & marketing training.

Kevin Burdett

Kevin Burdett is a strategic advisor and coach with progressive management experience gained from working on North America's top frozen food brands. He has a track record of success in launching, building, and improving operations and brands within the United States and Canada. His background includes drastically improving sales while reducing costs, turning annual losses into impressive profits.

As owner/president of Kevin Burdett Business Advisory, Kevin offers advice, mentoring and coaching to help business owners improve their operations. Recently, Kevin led a food and beverage client through a management competency assessment, gap analysis, opportunity identification, and enhanced management performance.

Kevin holds a Certified Management Accountant designation, as well as a Bachelor of Business Administration from the University of Prince Edward Island. Additionally, he completed a range of professional development courses while employed with McCain Foods.