

Biographical Information on John L. Stanton



John L. Stanton has a Ph.D. in Quantitative Methods and Marketing from Syracuse University, and been in the food industry for about 40 years. He is currently professor and previously held endowed chair in the food marketing department at Saint Joseph's University in Philadelphia. Dr. Stanton was elected to the European Retail Academy hall of Honor. Besides academia, Dr. Stanton has also worked in the food industry. He has been Vice President of Marketing for Melitta, an international coffee company, and worked in Germany for Tengelmann, one of the world's largest food retailers and owner of A&P in the USA. Dr. Stanton was also director of research of an advertising agency and has consulted for many nationally known food companies including Campbell Soup Company, Procter & Gamble, Acme, Kroger, Pepsi, Frito Lay, Florida Dept. of Citrus, Kellogg and others.

Dr. Stanton has spoken at many major US food association meetings and conferences including the Dairy Management Inc. (DMI), International Mass Retailers Association, National Retail Federation, National Grocers Association (NGA), Produce Marketing Association (PMA), Food Marketing Institute (FMI), National Association of Convenience stores (NACS), Institutional Food Distributors Association, Institute of Food technologists (IFT), National American Wholesale Grocers Association (now FDI), Snack Food Association, National Frozen Pizza Institute, Private Label Manufacturers Association (PLMA), Produce Marketing Association, National Pasta Association, National Confectioners Association, Biscuit and Cracker Association, Refrigerated Foods Association, and many others.

He was a Board of Directors or Advisors of a number of food companies including Frankford Candy Company, Herr's Foods, Premio Foods, The Philadelphia Cheesesteak Company, and David Michael flavor company. Currently on the Board of Directors of T-Pro.

Dr. Stanton has also worked with many of the commodity agriculture groups including the Florida Department of Citrus, Mushroom Council, Sweet Corn Association, Dairy Management Inc, cranberry growers of Ocean Spray, and numerous farm groups. Dr. Stanton has served as an expert and expert witness to many food and beverage companies including Whole Foods, Target, Coca Cola, Ahold, Supervalu, Boars Head, Safeway and many others.

Dr. Stanton has spoken to food associations in International Speeches and seminars include Mexico (ANTAD) Russia (Russian Fruit Juice Federation) Germany (Tengelmann, German Chocolate Association, European Fruit Juice Association), France (Monoprix), Argentina (Argentine Grocery Association, Denmark (AC Nielsen conference), Uruguay (Agri-business Congress), Taiwan (National Quality conference), Japan (Dairy convention), Singapore (Retail leadership conference), Sri Lanka (CMS), Brazil (ABRAS, APAS, HSM World Marketing Seminars), Italy (Deutsche Bank Venice conference), Poland (Posnan university program), Thailand (Fresh Food Association), Norway (AC Nielsen conference), Chile (Chilean Grocers Association), Sweden (AC Nielsen conference), Colombian (Colombia Grocers Association), Romania (RAU), Costa Rica (IICA), New Zealand (Food and Beverage Association), Finland(AC Nielsen conference), and Ireland (Northern Irish Food and Beverage Assoc., Musgrave), Czech Republic (USDA Food Show), and Estonia (Talinvest, US Embassy).

Dr. Stanton has been regularly quoted in the media. He was interviewed on Fox Business, CNN, the Today Show and was interviewed on NBC Nightly News with Tom Brokaw as well as numerous local channels. He has been quoted in most of the food marketing magazines, as well as in the print media, and has been quoted in *Forbes*, *Fortune*, *Advertising Age*, *Brand Week*, *New York Times*, *Wall Street Journal*, and many others. He hosted an episode of the History Channel's Modern Marvels entitled, "The History of the Supermarket."

Dr. Stanton was awarded an honorary Degree from "Carol Davila" University of Medicine and Pharmacy for contribution to Food, Nutrition and Health and from the Romanian-American University for contributions to Global food marketing.

Dr. Stanton writes a monthly column in *Food Processing* and his work in food has been published articles in food trade magazines such as *Supermarket Business*, *Food and Beverage Marketing*, *National Grocer*, *Brand Marketing*, *Grocery Marketing*, *Pasta Journal*, *People*, *California Grocer*, *Brand Week* and *Progressive Grocer*.

Dr. Stanton has written 10 books including ***Winning Marketing Strategy***, ***Precision Target Marketing MORE Stanton on Food Marketing***, ***Stanton on Food Marketing***, ***Success Leaves Clues!***, ***Delight Me...The Ten Commandments of Customer Service***, ***21 Trends in Food Marketing for the 21st Century***, ***325 Ways to Make Customers Feel Like Your Supermarket Is Their Supermarket***, ***Marketing Planning in a Total Quality Environment***, ***Running a Supermarket Consumer Focus Groups*** and ***Making Niche Marketing Work*** (McGraw-Hill). The niche book was selected for the Business Week Book Club, and has been published in German, Portuguese, Thai, Hebrew, and Korean. Dr. Stanton is currently the editor of the *Journal of Food Products Marketing*, and an editorial advisor of the *British Food Journal*.