

The **MARKETING AREA** at the Ross School of Business
CONGRATULATES the Winners
of the **2014-15 MBA STUDENT AWARDS!**

GENERAL MILLS AWARD WINNERS

Geoffrey Bloom (General Mills MBA Award)

Geoff Bloom- Geoff grew up in New York and South Florida and attended Boston University for his undergraduate degree, where he majored in Business Administration. Prior to Ross, Geoff worked in Finance and Operations roles in mortgage banking for a Boston-area bank. Seeking to transition to a consumer-focused role, Geoff pursued a career in brand management during business school. While at Ross, Geoff mentored other students as a peer coach, was co-President of the Ross Jewish Student's Association and VP of Marketing for the Gourmet Club. This past summer, he worked at S.C. Johnson as a Brand Management Intern on the Pledge® brand. Upon graduation, Geoff will be returning to S.C. Johnson as an Assistant Brand Manager.



Diana Schonfeld (General Mills MBA Award)

Diana grew up in the Washington D.C. area and attended Washington University in St. Louis for her undergraduate studies, where she majored in Accounting and Marketing and minored in Psychology. Before coming to Ross, Diana earned her CPA certification while working at PricewaterhouseCoopers and Nokia in Chicago. Looking to utilize her analytical skills in the dynamic and creative world of marketing, Diana chose to pursue a career in brand management at Ross. This past summer, she worked at Frito-Lay in Dallas on the multipack brand. Diana looks forward to returning to Frito-Lay full-time upon graduation, where she will start her career as an Associate Marketing Manager.



Juan Mendez (General Mills MBA Award)

Juan Pablo was born and raised in Caracas, Venezuela, graduating from Universidad Catolica Andres Bello with a degree in Psychology. After graduation Juan Pablo worked as project executive on a marketing research agency and also obtained a Master's degree on Research Methods. He then went on to pursue a career on CPGs and worked in consumer insights and brand management in British American Tobacco. Next he joined PepsiCo as the Brand Manager for Lipton Ice Tea and last summer he interned at Mattel for the Fisher-Price brand.



LEO BURNETT AWARD WINNERS

Kiren Devereux (Leo Burnett MBA Award)

Originally from the Cleveland area, Kiren attended Miami University for undergrad where she earned degrees in Business Economics and History. Upon graduation, Kiren moved to Seoul, South Korea to teach English as a Second language to native Korean speakers. Following the teaching assignment, she moved to New York, NY to work in advertising, gaining experiences in various roles across digital marketing, account management and sales at an ad-tech startup. Kiren came to Ross to transition these experiences into a career in Brand Management. After her first year at Ross, Kiren interned at Nestle USA as an MBA Marketing intern within the Frozen Prepared Foods division. Upon graduation, Kiren will join PepsiCo – Frito-Lay in Dallas, TX as Associate Marketing Manager.



Ishita Helm (Leo Burnett MBA Award)

Originally from Mumbai, India, Ishita attended the University of Richmond as an undergraduate where she majored in Business Administration with a concentration in Economics. After graduating, Ishita moved to Washington, DC where she worked as a management consultant, working with financial regulators and New York-based financial institutions on a variety of strategic engagements. Motivated by her passion for marketing, Ishita came back to Ross to pursue a career in brand management and interned with Kraft Foods in Chicago last summer on the Planters brand. Upon graduation, Ishita will return to Chicago to work for Kraft Foods full-time as an Associate Brand Manager.

