

PEDRO FREYRE



Pedro is front left; Del Monte Holiday Party

Category Manager Del Monte Foods

Del Monte Foods is the leader vendor of Canned Vegetables, Canned Fruit, Canned Tomatoes, Canned Tuna (Starkist Tuna) and Dog Snacks (Milk Bone) in the USA. We are a Company committed to provide families (including Pets) with healthy, yet indulgent, products. Some brands are Del Monte, S&W, Contadina, Starkist, Milk Bone, Gravy Train, Kibbles and Bits, Pounce, Snausages, Meow Mix and College Inn.

I work in the Sales side of the business supporting the 3rd largest Grocery Supermarket in the U.S. My main role is to support our Sales People and to provide my client with winning strategies to grow their categories.

What makes Del Monte a great place to work?

Del Monte is a great place to work! We are a Company committed to maintaining work-life balance. Del Monte has provided me with the tools to grow in my profession and personal life.

The sales side is great as well. Although I'm not a Sales Person, the role that I play is important because I provide Sales People with facts and nuggets of consumer research to enhance their sales story.

Del Monte is COMMITTED to fact-based selling—meaning that the Category Management Department has to stay in touch with what goes on not only in the Canned Food and Pet Industries, but also with what goes on in the consumer packaged goods world.

How are you using what you learned in the marketing curriculum?

The nature of my job required a lot of hands-on training that, when I was a student, was not available at Cal Poly. I attended a three-week training seminar on IRI Syndicated and Panel Data. Twelve months after formal IRI training, I became an expert on IRI data and developed several projects for the client I had been assigned to—PepsiCo Beverages and Foods. My experience at IRI/PepsiCo helped me land a job with Del Monte Foods.

Since I left Cal Poly, I know that the relationship between Cal Poly and IRI has strengthened. I would like to encourage marketing students, who are interested in analytics and the consumer packaged goods world, to take advantage of the IRI Training Materials that are available in BUS 452. Learning about Syndicated, Panel data will make graduates more desirable in the job marketplace.