



Global Awareness Lecture
Fall 2005

Marketing Fundamentals for Foreign Businesses

Dale Thompson

Marketing vice president and bakery brand co-leader, Mrs. Fields

Wednesday, 7 December
NOON
238 HRCB

Dale Thompson has worked in marketing for some of the most recognized and powerful brands in America. After graduating from BYU with an MBA in 1985, Thompson joined General Mills as a marketing assistant on Yoplait business. He spent some time in Betty Crocker and Big G cereals before leaving for Campbell's Soup. At Campbell's, he worked on the Red & White condensed soup business, with charge over such icons as Chicken Noodle and Tomato soups. His next assignment at Campbell's was in the frozen food group working on Swanson frozen dinners. While with Campbell's, Thompson and his family moved overseas to run a joint venture. After almost four years, he took a position with Citibank as part of a global team charged with positioning mutual funds to consumers. He returned to foods to take the reigns as president of Kellogg Japan. In 2002, Thompson and his family returned to the U.S., where he began consulting with food companies in Japan and working with local start-ups. He got involved with Tybera Development Group through a good friend from Japan and helped them with their early capital and strategic plans. A couple of friends from General Mills had been recruited to Mrs. Fields, and he met with them to renew their friendship; they began recruiting Thompson. He joined Mrs. Fields a little over a year ago as vice president of marketing and co-leader of the bakery brands, which includes Mrs. Fields Cookies, Great American Cookies, Pretzelmaker, and Pretzel Time brands. Thompson now lives in Sandy with his wife and two daughters. He loves basketball, water and snow skiing, scuba diving, and his most recent obsession is golf.