

MBA Career Management Group
CPG | Marketing
Industry Overview 2025

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Discussion Topics

- Student viewpoint
- CMG Employer Relations
- MBA roles within CPG
- What are companies looking for
- Interview & case prep
- How to plan
- CMG support team
- Q&A



Sabrina (Bean) Rodriguez '26 *(she/her)*

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- **PreHaas:** Analyst/Associate Consultant @ Advanced Operations Partners
 - **Summer Internship:** MBA Strategy Intern @ Dick's Sporting Goods
 - **Recruitment Strategy:** 1) If I am excited to read / talk about the company then I apply, 2) live in Laura and Gina's inbox and office.
 - **Ask me about:** My dogs, interview prep, recruiting journey, CPG/Retail, existential crisis, Sports Biz Club, Q@Haas, MBAA

CMG Employer Relations

Manage Company Partnerships

- Connect with employers regularly
- MBA recruiting and hiring events
- Develop programming to support hiring needs

Alumni Relationships

- Engage with alumni populations year round
- Partner with alumni for coffee chats, virtual events, panels, job sourcing, and support

Student Advising

- Support through challenging interview scenarios
- Strategy, pivots, negotiations, and introductions

Business Development

- What are the emerging industries and companies
- Where do our students want to work
- Constantly adding new companies to our portfolio

MBA Roles within CPG

- Associate Brand Manager
- Brand Manager
- Product Marketing Manager
- Digital Marketing & Strategy
- Brand Innovation
- Consumer Insights & Analytics
- Brand Sustainability
- Supply Chain Management
- eCommerce Merchandising

Brand Manager Compass



- Brand Managers act as a mini CEO for their business/product
- Company executives typically start in brand management
- CPG companies are usually open to candidates that are switching industries
- Similar to Product Management but with more attention to owning the overall business

Hiring Managers Are Seeking...

- The Ability to Influence
- Leadership
- Analytical/Data Driven
- Passion for Consumerism
- Results Oriented
- Creative Problem Solving
- Cross Functional
- Creative Thinking
- Entrepreneurship
- Related Experience
 - Diverse experience is also valued

Lean Into These Traits

Passion For Consumers

- You love to understand your consumer
- Show how you can utilize data to explain your target audience

Connection to the Brand

- Why this brand
- Share a personal story about a connection to a certain product

Leadership

- Influence without authority
- Strong cross functional examples

Analytical Ability

- Want to learn what is going on with my business
- Show a mix of quant and creative

Storytelling Matters

- Tell Me About Yourself
- Why Business School, Why Haas
- Why CPG, Why this company
- Examples of working cross-functionally
- Worked with a difficult co-worker? Outcome?
- When did you have to deal with ambiguity?
- Brands you admire? (Have 2 examples. One non-company)
- Can you give me an example of a data driven decision?
- Tell me about a project you owned from start to finish

Case Prep

- Used to evaluate:
 - Strategic thinking and analytical skills
 - General understanding of marketing concepts
 - Communication skills
 - Ability to think on your feet

Case Prep

Develop a New Product

Launch in a New Market

Defend Against a Competitor

Declining Sales

Find Growth Opportunities

Pricing

Craft a Marketing Campaign

Case Prep

- Framework:
 - Start with the consumer
 - Incorporate as many of the C's and P's as possible (you will learn this in the Brand Management course)
 - Consider overall costs and profitability as well as cannibalization on existing businesses
 - Differentiate yourself by coming up with creative solutions

Case Prep

- Things to consider:
 - There is no right answer
 - Use structure in your responses
 - Go beyond the textbook answer
 - Put the consumer first, articulate the problem, offer a solution.
 - Ask questions and state assumptions as you go
 - Be prepared and practice
 - Become marketing knowledgeable
 - Show your enthusiasm

Questions for the Interviewer

- Questions should reflect you have an understanding of the market, organization, role and experience of the interviewer.
- Questions can be about the individual, the job, the skills, the company, or the industry
- Show enthusiasm for the job by asking about next steps and timelines
- Ask *thoughtful* questions relevant to their business climate
- Avoid questions that are easily addressed by reviewing the company website
- Do not ask what does a brand manager do!

CPG Companies & Haas



CMG People Resources

Peer Advisor

- Cooper Fitzgerald: cooper_fitzgerald@berkeley.edu
- Student support, interview prep, internship questions
- Job function insights, industry insights

Career Coaching

- Laura Benoit: laura_benoit@haas.berkeley.edu
- Julia Rosof: julia@haas.berkeley.edu
- Natalie Brain: nbrain@haas.berkeley.edu

Industry Professional

- Sarah Qualters: sarah.qualters@gmail.com
- Case & Interview Prep
- Resume Review, Industry Insights

Relationship Manager

- Gina R. Garcia: ginagarcia@berkeley.edu
- Maintains external relationships for CMG
- Recruiting strategy, introductions, negotiations

THANK YOU &
Stay in touch!

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