

Date: January 18th, 2024

Presentation starts: 6:06 PM

Firm Presenting: Kellanova (Reps: Brian Oswald, Jonathan Lim, Marelie Chaperon)

- Background on presenter
- Understanding business on a next level
 - Going on to be friends with accounting and finance
 - Had worked with GE – creation interest in big data sets
 - Finance acceleration (Kellanova) – rotation of the product life cycle
- Comforting words: It is not the end of the world if you have no internships, keep working hard and you will eventually make it
- Brian
 - Takeaways
 - Varying industry experience can be useful for learning
 - Your career path does not have to be linear
 - Previous experience in real estate has helped with seeing perspectives to handle new situations
 - Placed on the Pop Tarts innovation team as a new Sr. Financial Analyst – tracking and planning financial aspects of innovation in Pop Tarts products
 - Analyzing consumption trends for Kellogg's products
 - Experience in real estate helped him learn how he should approach new experiences.
- Jonathan
 - Try everything that you can to gain experience and learn what you like? You can't learn what you want based on your college education alone.
- Marelie
 - Born in Alaska, lived in Grand Rapids
 - Had an internship with Kroger, Kellogg's before (2021, 2022)
 - Is working a financial analyst role in Kellanova right now (Away from Home business)
 - Was a Guest Internal Auditor at the Omaha Kellogg's plant (cereal production)
 - Is currently a member of the Young Professional leadership team
 - Kellanova's internal audit team keeps track of auditing within internal controls and procedures inside the firm/plant, PwC manages the outside/public statements to avoid lawsuits from GAAP material
- About Kellanova
 - Not the biggest CPG company, smaller than parent company who owns Nabisco
 - Has acquired many brands throughout the years, slowing down
 - Executive Committee has 12 members
 - Purpose and Vision: set goals and outlooks that have promising outlooks for growth
 - Kellanova North America focuses on: salty snacking, portable wholesome snacks, frozen foods, morning, away from home (sales channel)
 - 4-5 businesses for each food category

- Better Days Promise: environmental social governance and the overall mission to advance overall environmental sustainability and equitable access to food for all (branches are hunger, sustainability, ED&I, wellbeing)
- Wellbeing (nutrition), Hunger, Sustainability
- Equity, Diversity, and Inclusion – incorporate 25% color for EDI in management
- Develop based on 4 P's
- 2024 Intern Program
 - Split HQ between Battle Creek and Chicago
 - Summer
 - 12-week paid experience from May 20 to August 9
 - Project work with strategizing for business needs
 - Networking with executive team and functional leaders (presenting in front of them)
 - Receive mentorship support for career development
 - Presenting and attending case competitions
 - Participating in panel discussions and development days
 - Community service opportunities
 - On-site tours at the corporate HQ in Chicago
 - Direct feedback with higher-level leaderships
- Applications for internships
 - Apply on Kellanovacareers.com
- Interns --> recruiting for full-time employees
 - Rotating different roles
 - Still crafting the ideal system
- Q&A
 - No CPA requirement for financial and product planning, there's a CPA requirement for internal auditors (previously had experience in public accounting)
 - Open to international students?
- Group Picture

Time Presentation end: 7:17 PM

- BAP informational slideshow presentation by e-board