Maxwell J. Salonna

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EDUCATION

Saint Joseph's University — Philadelphia, PA
Bachelor of Science in Business Administration — May 2027
Majors: Food Marketing & Business Intelligence and Analytics | GPA 3.5

ACTIVITIES & AWARDS

- Executive Vice President, Food Marketing Association, Saint Joseph's University — September 2023 – Present
- MAFTO Scholarship Recipient, Academy of Food Marketing — May 2026
- Investing Club, Saint Joseph's University — January 2025 – Present
- Men's Intramural Basketball, Saint Joseph's University — September 2023 – Present
- Dean's List — Fall 2025

PROFESSIONAL EXPERIENCE

C.A. Ferolie — Montvale, NJ
Business Insights Co-op — January 2026 – Present

- Lead the development of data-driven category and consumer insights using NielsenIQ Discover scan and panel data, delivering strategic recommendations that drove client growth and retailer engagement
- Identify assortment optimization opportunities and category whitespace across key retail accounts, influencing client strategies and supporting revenue-generating initiatives
- Transform complex syndicated, retailer, and consumer data into compelling narratives that enable executive stakeholders to make informed business decisions
- Support new business development through consultative analysis, strategic storytelling, and client presentations, and build sales and marketing assets that strengthen brand positioning
- Authored thought leadership content for an award-winning CPG industry publication, enhancing market visibility and reinforcing industry expertise

PepsiCo — Philadelphia, PA
Foodservice Sales Management Co-op — August 2024 – January 2025

- Partner with the Sales team to execute sales plans across large- and small-format stores in a defined geographic area
- Sell in and execute Foodservice sales programs and initiatives directly with customers
- Collect, chart, and interpret statistical data; prepare and deliver sales presentations to customers

ADDITIONAL WORK EXPERIENCE

Gullifty's — Bryn Mawr, PA
Server — April 2025 – April 2026

- Delivered attentive customer service and accurately managed orders and payments in a high-volume restaurant environment
- Recommended and upsold menu items and beverages to increase check averages while responding to customer preferences and needs

Mezza Luna — Manalapan, NJ
Delivery Driver — October 2022 – January 2026

- Delivered customer orders accurately and efficiently while providing professional, service-oriented customer interactions
- Trained new drivers on delivery procedures, customer service standards, and best practices for efficient order fulfillment

LEADERSHIP EXPERIENCE

Haub School of Business, Saint Joseph's University — Philadelphia, PA
Student Ambassador — April 2024 – Present

- Represent the Haub School of Business at Open Houses, Admitted Students' Days, and other university events, engaging prospective students and families
- Present the value of a Food Marketing education and the Haub School of Business experience to prospective students and parents
- Answer questions and provide insights based on personal academic and Co-op experiences to help prospective students evaluate Saint Joseph's University

SKILLS

- **Data & Analytics:** NielsenIQ Discover, NielsenIQ Homescan panel data
- **Microsoft Applications:** Excel, PowerPoint, Word
- **Italian** - Intermediate in reading, writing, and speaking