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Jina Osumi

CEO at Humphry Slocombe

San Francisco Bay Area · 500+ connections · [Contact info](#)

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Humphry Slocombe



Stanford Graduate School of Business

About

We're hiring! If you're as obsessed with ice cream as us, and are an Operations guru, send me a note!

Activity

1,060 followers



Free: Berkeley's Humphry Slocombe ice cream...for one hour

Jina shared this
4 Likes



14 Unique Ice Cream Flavors to Try Before Summer Ends

Jina shared this
7 Reactions



Freebie Monday: Humphry Slocombe ice cream in Cupertino on Wednesday

Jina shared this
9 Likes



TBI's 5 Best: San Francisco Ice Cream Flavors

Jina shared this
8 Likes

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Experience



CEO

Humphry Slocombe
Aug 2015 – Present · 4 yrs 1 mo
San Francisco Bay Area

- 2017: "#1 in the San Francisco Ice Cream Power Rankings" - The Infatuation
- 2016: "Best Ice Cream in SF" - San Francisco Magazine
- 2015: "Top 5 Ice Cream in America" - Food Network
- 2014: "12 Best Ice Cream Shops in America" - Huffington Post
- 2013: "Our Favorite Weird Ice Cream Flavors" - Bon Appetit
- 2012: "One of Ten Ice Cream Shops You Need to Visit" - GQ
- 2011: "Ferran Adria visits Humphry Slocombe" - SF Chronicle
- 2010: "I'll Take a Scoop of Prosciutto, Please" - NY Times Magazine... [See more](#)

Del Monte Foods, Inc.

2 yrs 11 mos



Director, Brand Strategy & Marketing Activation

Feb 2014 – Aug 2015 · 1 yr 7 mos
San Francisco Bay Area

Lead marketing planning and activation for \$1.6Bn Del Monte portfolio. Responsible for Brand Strategy, TV, Print, Digital (paid, owned, earned), Social, Consumer Promotions, PR, Del Monte Kitchens, and Creative Services. Develop and manage consumer brands marketing budget.



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- Senior Brand Manager, Consumer Products Brand Strategy & TM Development**
Oct 2012 – Jan 2014 · 1 yr 4 mos
San Francisco Bay Area

Relaunched Del Monte brand by developing first ever integrated marketing plan, brand guidelines, and food strategy. Developed new Contadina positioning for relaunch. Managed 6 agencies and 1 direct report.

- PepsiCo**
2 yrs 7 mos

 - Global Senior Brand Manager, Pepsi**
Aug 2011 – Oct 2012 · 1 yr 3 mos
Purchase, NY

Selected to be part of new Global Beverages Group charged to build first global strategy for \$30Bn portfolio of Pepsi, Pepsi Max, and Pepsi Light by redefining positioning, launching global campaigns, and driving a consistent global design. Focus primarily on Pepsi Max, a \$1.9Bn brand, by leading equity building global campaigns and promotional initiatives.
 - Senior Manager, Sparkling Innovation**
Apr 2010 – Aug 2011 · 1 yr 5 mos
Purchase, NY

Led all short and long term innovation for Mountain Dew, the #4 carbonated beverage in the U.S., and other flavored brands. Launched 5 new products in 2011, delivering 1.1% incremental volume to portfolio in a declining category.

- Campbell Soup Company**
4 yrs 10 mos

 - Brand Manager, Simple Meals Beyond Soup**
Oct 2008 – Apr 2010 · 1 yr 7 mos
Camden, NJ

Managed PNLs of three brands with combined Gross Sales of \$65MM. Grew Swanson Chicken volume by 5.1% and Beans by 4.7% in FY09 with double digit growth at Wal-Mart and in the Dollar channel. Grew HH penetration by 0.7 points on Swanson Chicken in FY09.
 - Associate Brand Manager, V8**
Apr 2007 – Sep 2008 · 1 yr 6 mos

Led marketing and operational launch of V8's single serve distribution through Coca-Cola Enterprises. Developed and executed marketing plan for FY08 (POS, Coupons, Trade Print, Radio with Tags).
... See more

[Show 1 more role](#) ▾**Marketing Intern, US Personal Care Products**

Avon
Jun 2004 – Aug 2004 · 3 mos
New York, NY

Provided creative direction for two personal care product launches. Briefed design team on positioning and layout.

Evaluated historical campaigns since 1997 to identify best practices and most effe... See more



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Education

Stanford Graduate School of Business

MBA
2003 – 2005

French Culinary Institute

La Technique: 6 month program
2003 – 2003

Wellesley College

BA, International Relations; Japanese
1995 – 1999

Skills & Endorsements

Consumer Products · 31

Endorsed by Lisa Sloan Walker and 5 others who are highly skilled at this

Endorsed by 4 of Jina's colleagues at Del Monte Foods, Inc.

Brand Architecture · 17

Endorsed by Mitch Duckler and 1 other who is highly skilled at this

Endorsed by 5 of Jina's colleagues at Del Monte Foods, Inc.

Market Planning · 13

Endorsed by Terry Atkins, who is highly skilled at this

Endorsed by 2 of Jina's colleagues at Del Monte Foods, Inc.

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