

General Mills S&G Personal Brands

Chinmay Baxi

Brand he associates with and why:

REI

Firstly, I am a huge fan of our national parks and the outdoors, so REI's portfolio of products really resonates with me and my interests. They do a wonderful job being stewards of the environment and contribute heavily to conservation and encourage people to explore the outdoors. Equally important is their commitment to their own employees, which is illustrated in the co-op nature of their brand.

Personal Brand: Optimistic catalyst

Tagline: Motivate to disrupt the mundane

Enduring Idea: Solving problems in creative new ways

Primary Differentiator: Simplicity enabled by creativity

Primary Experience: Boldly igniting possibilities and creating an engaging environment

Solve: Complex problems via simple solutions and promoting a student mindset

Personal Story:

Bringing a fresh, innovative perspective to design tangible and clear strategies is my personal mandate. Driven by cultural and immigration related experiences, I strive to be a supportive and approachable leader that uses my knowledge to motivate and inspire others rather than promoting my own unilateral agenda. I aim to raise the level of discourse by encouraging participation and challenging accepted convention; thereby positively disrupting the status quo. Through my leadership approach, I hope to unlock talent potential and deliver exceptional and lasting solutions to difficult problems.

April Chung

Brand she associates with and why:

Container Store

Providing organized solutions that custom fits the need of the situation.

Personal Brand: Systematic Chaos Disrupter

Tagline: Driving clarity and discipline through organizing complexity

Enduring Idea: Rigorously Reflective

Primary Differentiator: Elevate Clarity

Primary Experience: Intentionality

Solve: Efficiency

Personal Story:

Growing up as a Korean American in a predominantly white community, other were quick to judge me and put me in boxes they thought I belonged in. I learned from this experience that it's important to observe and listen before making any judgement. During this moment of pause, I observe the complexity and nuances which enables me to intentionally put in place structure and order in an efficiency manner. As a result, I am able to distill down the most important information and bring forth clarity.

Tony D'Andrea

Brand he associates with and why:

RedBull

Red Bull promotes radical adventures that push the limits of possibility, to allow new experiences and outcomes. Red Bull gives you wings.

Personal Brand: Fortuneteller

Tagline: Exploring new possibilities

Enduring Idea: New growth often comes from disruption

Primary Differentiator: Radical thinking to probe new horizons

Primary Experience: Discomfort to explore "unknown unknowns"

Solve: Unlocking new opportunities for growth

Personal Story:

Born into a family of global travelers, my life has been a mosaic of diverse cultures and landscapes. Yet, my own far-flung journeys were at times unplanned and marked by sheer uncertainty. These experiences with the unknown fostered my ongoing curiosity to explore new possibilities in everything.

Much of this traveling happened while I was an anthropologist-explorer in academia, an intellectual battleground where ideas are aggressively debated, even ripped apart. This wrestling granted me with the will of relentless in-depth examination.

As I transitioned to the flashy world of advertising, I found myself in expressive spaces where raw creativity is culled for entrepreneurial endeavors. This shift heightened my openness to be creative yet pragmatic in seizing new opportunities.

Through it all, by combining intellectual and creative angles, I excel at exploring and identifying new opportunities for growth.

Yeraldin Esquivel Barrios

Brand she associates with and why:

Apple

Known for its focus on detail, design, and user experience. Apple's innovative products often stem from a deep understanding of user needs and preferences.

It's methodical and organized product development process, and its tenacious commitment to quality.

Apple was always one move ahead of the competition. It redefined the tech market by pioneering innovative products that shattered norms and set new standards.

Personal Brand: Checkmating Chaos

Tagline: Crafting Innovation from Complexity

Enduring Idea: Perceptive Detailed Thinker

Primary Differentiator: Strategic Innovator

Primary Experience: Inquisitive and Methodical

Solve: Innovative Unconventional Solutions

Personal Story:

When I was in middle school, all my friends played a sport. They used to go to tournaments and compete in sports that they excelled at. I always felt like I was missing out because I was never into sports and couldn't go with them; rather than trying to force myself to play a sport I didn't like so I could be part of the group, I focused on what I was good at, which was playing chess.

My dad gave me my first chessboard when I was ten years old. I didn't know how to play it, but my dad had the patience to teach me, and I learned essential strategy techniques that were applicable beyond the chess board. I loved it! It was a game that shaped who I am and how I think. After a while, I felt ready to join the chess club in middle school and was selected to compete in tournaments. I finally could travel with my friends who were on the soccer and basketball teams. However, I must admit that at the end, that aspect didn't matter much to me; all I wanted to do was play chess and continue to improve my chess skills.

In chess, the most crucial rule is to anticipate moves ahead of your opponent. I believe that's why I have a perceptive and strategic mindset at work and in my personal life. I always try to find all possible alternatives, evaluate the potential consequences of my actions, and see behind the obvious.

To me, chess was more than just a game; it was an opportunity to express myself and discover my hidden skills.

Adrianna Fie

Brand she associates with and why:

Chanel

Outwardly understated

Simplicity of the designs complements anyone

Brings confidence to the wearer

Personal Brand: Opening the Box

Tagline: Bringing the outside in

Enduring Idea: Seeing the full picture

Primary Differentiator: Looking beyond the obvious

Primary Experience: Enabling others

Solve: Unforeseen possibilities

Personal Story:

I think I am able to see beyond the box, because I am outside the box, or have experienced many boxes. My dad is Chinese, Mexican and Polish— both of his parents were bi-racial— and my mom is a multi-generational “American” from a variety of European backgrounds. Growing up before “check all that apply,” I never knew which box to check on standardized tests or other surveys, unless there was an “other.” This experience enabled me to be connected to multiple different communities, but never fully a part of them. It gave me curiosity about my background and that of others. I know from experience that people aren’t just what they seem.

Brad Howell

Brand he associates with and why:

Disney

My leadership style is most closely associated with innovative brands because I prioritize creative problem-solving and pushing the boundaries of what's possible. I care deeply for my employees, striving to create a welcoming and happy work environment where differences are embraced and celebrated. Ultimately, I aim to lead with a global impact in mind, ensuring that my decisions and actions contribute positively to a broader context.

Personal Brand: Passion Pioneer

Tagline: Innovate with a Purpose

Enduring Idea: Deeply Mindful

Primary Differentiator: Meticulously Analytical

Primary Experience: Discerns Intricacies

Solve: Fueling Purposeful Momentum

Personal Story:

A significant part of my identity has been shaped by a life experience that had a profound impact on me. During my formative years, I was misdiagnosed with a learning disability and told that I should be in special needs classes because I didn't fit in with my peers. This led to a loss of self-belief, feelings of isolation, and a sense of incapability.

If it weren't for my mother's unwavering support and her decision to defy what my teachers were saying, I might not be here today. Her influence is a major reason why I am deeply committed to finding purpose and striving for higher achievements. My mother taught me that it's okay to challenge conventions and the importance of embracing people's differences. She also instilled in me the value of empathy, active listening, non-judgment, and the significance of uplifting and equipping others to become leaders.

As a result of these experiences, they have profoundly influenced how I approach each day, with a mission to inspire hope in others.

Yasin Ismail

Brand he associates with and why:

Apple

Known for their ability to simplify complex technology, with precise design.

Very strategic when it comes to product development and innovation.

Very clear and thoughtful about their brand and what they stand for.

Fosters strong loyalty with customer.

Personal Brand: Strategic Sentinel

Tagline: Simplicity in strategy & precision in action

Enduring Idea: Simplify Complexity

Primary Differentiator: Loyalty to Those Who Matter

Primary Experience: Strategic & Rational Influence

Solve: Clear & Precise Solutions

Personal Story:

As a kid, my family moved around a lot which forced me to adapt to different environments & and cultures. This constant disruption shaped me to develop an eagerness to simplify complexity, solve for uncertainty, and value loyalty. Each of those traits plays a different role in my life but I think they can help me be a better leader.

As an example:

By simplifying complexity, I could identify the problems that need to be solved and strategize around how to accomplish them.

By solving for uncertainty and being loyal to my team, I could foster a high-achieving environment where goals are clear, communication is encouraged, and collaboration is expected.

Marissa Jenkins

Brand she associates with and why:

Fenty Beauty

Fenty Beauty's mission statement is "so that people everywhere would be included." Which ladders up to Rihanna's idea behind the brand as she wanted to include everyone: for women of all shades, personalities, attitudes, cultures, and races. And to me this resonates, as I too, want everyone to be included and heard in the workplace especially being a person with a diverse background. To me acceptance to diversity is the key to business success, without it you hinder people from being their true authentic self and Rihanna captured that perfectly.

Personal Brand: Authentic Enabler

Tagline: Leading the Journey Inward

Enduring Idea: Human-Centric

Primary Differentiator: Vulnerability

Primary Experience: Authentic Conviction

Solve: Challenge Status Quo

Personal Story:

I have always been proud of my ethnic background, which is Mexican and Black. To add, I am also proud to acknowledge that I also have generalized anxiety, a mental disability that affects many people today. These two things, amongst others, are what make me diverse. Because of this, I tend to have a very human-centric way of thinking meaning I see people (their values, thoughts and experiences) as most

important. Which then leads me to be vulnerable with others to get a better understanding of where they come from, what the like, etc. to help me form stronger bonds and relationships – both personal and professional. Some may say this is courageous of me, especially if acting in the work place, but that is what makes it my key differentiator. By doing this, it creates for a space or an environment that allows people to be their authentic selves which enables them to feel comfortable speaking on things they may have not have or feel safe in having a different opinion. In the work place, this sort of an environment is a bit of a taboo, so I strive to keep breaking that barrier and/or challenge the status quo.

Sandra Kim

Brand she associates with and why:

Starbucks

Welcoming and warm place where people and ideas can connect

There is a drink for everyone—you can customize to fit your needs and wants

Personal Brand: Panoramic Connector

Tagline: Connecting people and ideas to flow together

Enduring Idea: Connection

Primary Differentiator: Holistic Context

Primary Experience: Collaboration & Thoughtful Consideration

Solve: Alternative Solutions & Possibilities

Personal Story:

I've long thought that I didn't shine with distinct, bright colors like others in the room (especially in big meeting rooms) and blended into the background. What was unique about me? I felt like a Jack of all trades and a master of none. I've rarely been the one to stand out in a big group and have always felt it takes time for people to realize my value. As I reflected more about this, my Korean name popped into my head, an identity that had always been so integral to me, yet whose meaning I never thought to deeply explore and manifest in myself.

"Soo" in my Korean name "Soo-Kyeong" means water. Water is colorless, yet a powerful element that is versatile and essential. Water can reflect colors of others around it and make them shine even more, and it can take the shape of its container or surroundings to accommodate needs depending on the context. It can also morph into solid ice or gas depending on the need, highlighting its versatility. Water has the power to collect droplets and bond into bigger beads of water, even forming a lake, and eventually a river that flows. Just like water, I can collect bits and pieces of information about data and people and connect them and make the story flow together. I may show up as clear, tranquil water in most scenes, but I know how to make big waves when needed.

This is me. Water may not be the most exciting thing people reach for in its colorless form, but in the end, everyone needs it.

Jeannette Mateo

Brand she associates with and why:

T-Mobile – (CEO John Legere)

Tagline: “The un-carrier” and “Connecting you to what matters”

John Legere was a trailblazer once he joined T-Mobile to transform the business and spearhead several mergers. I witnessed a change in culture for the better under his leadership and vision, which incorporated personalization in the strategy and initiatives. His bold “un-carrier” campaign to break contracts and give more power to the consumers defied industry norms and benchmarking change for competitors. He also embraced disruptive marketing and improved infrastructures which positioned T-Mobile as an industry leader in various ways from the employee benefits, better phone plans, diverse hiring, transparent townhalls and high-energy personality.

Personal Brand: Tenacious Visionary

Tagline: Discovering the unknown through meaning/truth seeking

Enduring Idea: Bringing things to life

Primary Differentiator: Connecting dots to a bigger picture

Primary Experience: Out-of-the-box thinking

Solve: Accelerate patterns

Personal Story:

At a young age, my family embraced my curiosity and inquisitive nature. Over the years, I innately felt the urge to understand the diversity in people, human nature and the world overall. So, I learned to connect dots. I think often about how I connect as a person with the world on a universal level and what it means fundamentally to me to answer the question of why we are all here. I seek answers through learning and educating myself about everything possible to make sense of the world and who I am. My goal is to know myself, utilize my strengths to shape my value to the world and allow the world to influence me in return. I think of life like a set of stars in the sky building a beautiful connected, constellation. #wearemadeofstardust

Maria-Gloria Moya

Brand she associates with and why:

Keep Walking

Keep Walking uses the metaphor of a journey to deliver real stories of achievement.
It inspires people to think of their own journey of progress - and do something about it.

Timeless

Influential

Intentional

Inspirational

Personal Brand: Positive Agitator

Tagline: Break the Mold on Creative Strategy and Executions

Enduring Idea: Experiential Critical - See Beneath Surface

Primary Differentiator: Challenging Confident Transformative

Primary Experience: Authentic Look for Excellence/Memorable Educational

Solve: Long-term Progress Practical Solutions Create Momentum

Personal Story:

I have a strong foundation

I don't care about boxes

I embrace change

I provoke others to move or change

I look for a brighter future to all

Maya Omori

Brand she associates with and why:

L'Oreal – "Because you're worth it."

Despite its prevalence in our society, I've somehow managed to not have social media. I made this choice in high school just as Instagram was taking off, and I've just stuck with it. It's allowed me to distill what matters most. I associate my leadership approach with L'Oreal's tagline because I try to see the core of an issue and of a person and cut everything else out.

Personal Brand: Puzzle Master

Tagline: Making unforeseen connections, one relationship at a time

Enduring Idea: Question and clarify

Primary Differentiator: Seeking inputs for collaborative action

Primary Experience: Genuine connection

Solve: Meaningful impact

Personal Story:

In my five years at General Mills, I've had five different roles. A majority of these roles have been net new roles, where I'm not given a "playbook" at all. I reflected on what keeps me going among all the chaos and ambiguity of navigating net new roles in such an established company, and I think it comes down to my unique ability to create genuine connections with my peers. I've been able to establish trust relatively quickly, which has allowed for smooth working relationships internally and externally. This in turn allows me to connect dots and make connections, while also feeling confident that I can lean on my network for subject matter expertise and input, thus leading to holistic and interdisciplinary solutions.

Faith Perry

Brand she associates with and why:

Radiolab:

- Podcast is co-lead; diverse team; acknowledge contributions at the end of every episode
- Connects current events with the past
- Enables others' stories to be told
- Always learning

Personal Brand: Inviting All Voices

Tagline: Breaking down unjust systems

Enduring Idea: Avoid unintended consequences

Primary Differentiator: Betterment of the whole

Primary Experience: Inclusivity

Solve: The disparity gap

Personal Story:

I've always had this sense that everything is connected. When was little, I would see the line of school buses and try to use math to see the numerical connection in the bus numbers. This evolved over time in how I view nature & society, mental health & physical health, and all of us (society). Things that history has tried to separate but is impossible. Literally, the carbon and energy we're made from was recycled from the living things that came before us. For this reason (and other experiences over my life), I believe that everyone should have a voice and be treated fairly. And many of the systems and environments we operate within are fundamentally unjust.

Not said during presentations:

Growing up as one of the few non-white students in school, helped me understand what it feels like to be “othered”.

Being raised by a single mother and being poor helps me bring different perspectives at work.

Feeling disconnected from my culture and identity, because my mom was adopted from Korea, drove me to find connections and value relationships outside of family.

Kelsey Rodriguez

Brand she associates with and why:

Weight Watchers

Weight Watchers customizes a diet to each person. There is not one path or one way to achieve the goal of weight loss. This resonates with me because I do not believe there is one way to win or one path. I believe there are many ways to win and there is not one playbook.

Personal Brand: Success Enabler

Tagline: No playbook-many ways to win

Enduring Idea: Team/Goal Oriented

Primary Differentiator: Ambitious

Primary Experience: Thought Provoking; Communicates Challenges

Solve: Teamwork

Personal Story:

I played softball in college and coached at the D1 level. I love competing and being a part of a team. I enjoyed pushing the norm when I was coaching and doing “unconventional” things. Moving into a corporate job had been challenging. You can be competitive, but not too competitive. You can challenge the status quo, but only to a certain degree. I fell in line with my peers and conformed. My ability to challenge the playbook and find “ways to win” is an asset that I need to continue to lean into. I developed great life skills throughout my softball career and this is what I can bring to GMI.

Graciela Sanchez-Nieves

Brand she associates with and why:

Honest/The Honest Company

“Honest” has a clean conscious living approach in the way they develop their products: “We Make thoughtfully made + well-designed products that work for you and the whole family”, that really

resonate with my persona. The Honest Standard is “Performance and Peace of Mind”, they have a “meaningful transparency & thoughtful design, on a mission to change the world, one product at a time” that statement aligns with the way I like to express myself inside and outside the organization and matches the way I project and like to do business as I brainstorm ideas to develop, build, and execute strategies for short- and long-term growth. I’m an inclusive strategist, who like to open the space for everyone to share their ideas and thoughts with the ability to propose an executive summary and create a high-level impact knowing that all team players felt heard and included in the strategic process, with the end goal of unlocking growth.

Personal Brand: Genuine Entrepreneur

Tagline: Bringing a strategic, meaningful, and joyful impact leading to business growth

Enduring Idea: Inclusive Strategy

Primary Differentiator: Honest Relationships

Primary Experience: High Level Impact

Solve: Growth All Across (Myself, People, Organization)

Personal Story:

I was born and raised in Puerto Rico and moved to Miami, FL +10 years ago, I’m Hispanic! I always valued having a voice and being heard and I’ve created that space for others as well. I’m someone that values inclusion and belonging and have a personal style of bringing people along ensuring all perspectives are heard and taken into consideration to create stronger relationships that’ll enable us build and develop trust amongst all and ultimately a strong strategy leading us for growth.

Matt Schons

Brand he associates with and why:

Starbucks

I thrive off relationship building in a welcoming environment. I grow through conversation with others so I can be a better person for my family, friends, team and myself.

Personal Brand: System Quarterback

Tagline: Team First, not Me First

Enduring Idea: Observant

Primary Differentiator: Relationship Building

Primary Experience: Warmth

Solve: Inclusion

Personal Story:

I was diagnosed at 8 years old with nerve deafness. I used this disability as an opportunity to build my character. Ironically, I became a better listener accepting this handicap through caring, effort, and transparency in my communication. Being hard of hearing isn't who I am but is my daily motivator to be inclusive. I get fulfillment through team accomplishments because it allows for a system of support to achieve a common goal.

I am a system quarterback because I lead through inclusion to deliver. Being a system quarterback in football is typically meant as a negative label because they don't have the individual stats and highlights. However, when you listen to teammates of successful system quarterbacks there is a common theme of being selfless, generous, a good listener, and well rounded. These are all things that are more important to me vs. passing yards, touchdowns, or completion percentage.