



George Hiller

President and CEO
Hiller & Associates

George Hiller is president and CEO of Hiller & Associates, a 14-year old company he founded that provides consulting on national and international beverage agreements/negotiations to the restaurant, hospitality, and convenience industries. The company has become the largest North American beverage consulting company with successfully negotiated contracts in excess of \$4 billion in total deal value. Clients range in size from some of the largest food service companies domestically to emerging chains.

Hiller has a 38-year track record of success by delivering measurable and sustainable results at an executive level in the areas of strategic selling, marketing, and management.

Prior to Hiller & Associates, he spent more than 15 years as an executive for one of the foremost consumer products companies (PepsiCo), with broad responsibilities that included leading a high-level team with responsibility for fountain new business development for a 20-state region and Canada.

Before PepsiCo, George was vice president of sales and marketing for the fifth largest fluid ink (packaging) company in the world, vice president of sales and marketing and a partner in the largest vehicular salvage company in the U.S., and director of sales for the second largest domestic spice company.

Hiller started his professional career in a fast-track management program with Procter & Gamble, recognized by many as the premier consumer products company for sales and marketing training.

He holds a BBA degree with an emphasis in marketing and an MBA degree with an emphasis in management from the University of Iowa. Hiller has served as an adjunct professor in the Tippie Department of Marketing, at the University of Cincinnati (salesmanship), and at Normandale Junior College (marketing) in Minneapolis.