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PRACTICE AREAS

Consumer, Marketing, Advertising & Digital Transformation



Andrea B. Thomas is an advisory partner at August Leadership. She contributes Marketing perspective and expertise to executive search and consulting services, bringing a unique approach of academia and experience working at tremendous scale for Walmart, Hershey and PepsiCo.

Andrea is also a marketing professor at the David Eccles School of Business at the University of Utah. She joined the university in 2016 after a 23-year career in brand management, retail marketing, innovation and sustainability.

She was a Senior Vice President at Walmart Stores for over 8 years leading teams in private brands, sourcing, sustainability and marketing. Prior to joining Walmart, she was Vice President of Global Chocolate for the Hershey Company where she was responsible for platform innovation for Hershey's portfolio of global brands. Previously, Andrea spent 13 years at PepsiCo where she worked in brand management, innovation, and retail marketing at Frito-Lay and Pizza Hut launching Tostitos Scoops, managing the Tostitos Fiesta Bowl and coordinating the NFL and Disney relationships.

Andrea holds a bachelor's degree in mass communications from the University of Utah and a master's degree in business administration from Brigham Young University. She received an honorary doctorate of humanities from the University of Utah in May 2013.