



**NAME:** Andrea Graves

**TITLE:** Business Planning and Marketing Specialist

**BUSINESS:** OSU Robert M. Kerr Food and Agricultural Products Center

**STUDENT:** Francine Umurungi

Andrea Graves is a Business Planning and Marketing Specialist at the Robert M. Kerr Food & Agricultural Products Center (FAPC) at Oklahoma State University in Stillwater, Oklahoma. Andrea works closely with entrepreneurs in the development of products for the food service industry using the Client Success Path model. Andrea also reviews business plans, assists with marketing strategies and coordination of specialty services of the FAPC. She is also currently serving as chair of the Oklahoma Culinary Research Alliance, (OKCRA), a collaborative partnership between the FAPC and the Culinary Arts Program at Oklahoma State University-Okmulgee. OKCRA was formed to find new innovative ways to improve and utilize many Oklahoma food products. Additionally, Andrea is the leader of the implementation of Oklahoma Gourmet, which helps entrepreneurial companies gain new exposure nationally at the The Gourmet Market in Dallas, Texas.

Prior to the FAPC, Andrea was an account executive for Shamrock Foods Company in the southern Arizona region for more than six years and assisted food service clients in opening new restaurants, managing food costs, introducing new products, and designing menus. At the same time Andrea was the assistant manager for a catering business for events of up to 1200 guests in Sierra Vista, Arizona. Andrea has also served as the General Manager for several full service restaurants in Arizona, Oklahoma and Colorado.

Andrea received her Bachelor's degree from Oklahoma State University, and is planning to pursue her MBA in the next several years. She is a member of the Research Chef's Association and the Oklahoma Restaurant Association. In her spare time Andrea enjoys trying out new food products and cooking methods on her husband, Rob, and three dogs.