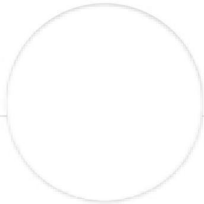


#2 Regional West Univ. - Disrupt Your Career w/an Online MBA from the Heart of Silicon Valley. Ad ...



Eric Newton • 3rd

MBA Candidate at Carnegie Mellon Tepper School of Business

Pittsburgh, Pennsylvania

Message



Carnegie Mellon Tepper School of Business

Carnegie Mellon University - Tepper School of...

See contact info

500+ connections

Start-up and program management experience with an emerging markets perspective.

Media (3)

Interview: Jeune Afrique "Boissons : avec « Tambour », le sodabi conquiert les bars à cocktail"

Interview: US New: Concentrations"

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Highlights

Reach out to Eric for...

Probono consulting and volunteering, Joining a nonprofit.

Eric's Activity

645 followers

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Opinion | U.S. politicians get China in Africa all wrong

Eric liked

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Experience



MBA Candidate

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Kavishi Agarwal • 3rd

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Rachel Tsupros • 3rd

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Camden Cornwell • 3rd

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Matthew Hummel • 3rd

MBA Candidate at Carnegie Me... University - Tepper School of Business



Cameron Davis • 3rd

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Sumiran Dutta • 3rd

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Manzoor Tiwana • 3rd

MBA Candidate at Tepper Sch... Business - Carnegie Mellon Un... Product Management · Digital Strategy



Kokila Kakaria • 3rd

MBA Candidate | Marketing | S... | Business Technologies



Rahguv Murali • 3rd

MBA Candidate at Carnegie Me... University - Tepper School of Business

Learn the skills Eric has

Marketing

Messaging





Q Search



Reactivate Premium

Greater Pittsburgh Area

Concentrations: Strategy, Marketing  
Involvement: Consulting Club, Data Analytics Club

Media (1)

Interview: U.S. News "Why MBA Applicants Should Research Concentrations"



Co-Founder, Chief Marketing Officer

VooDoo Spirits, Inc.  
Sep 2012 – Present • 5 yrs 8 mos  
United States / Republic of Benin

[VooDoo Spirits distills and bottles premium-quality, award-winning West African Palm Liquor for international distribution.]

- Strategy: Identified opportunities to leverage under-utilized resources and prototype new liquor brand in Benin, West Africa. Positioned brand to expand globally and achieve 94% CAGR since 3Q 2013.
- Product Marketing: Performed product analysis to understand competitive landscape to launch and fine-tune branding across multiple platforms and languages, driving demand to nearly 100 retailers in 4 years.

Media (2)

Interview: Jeune Afrique "Boissons : avec « Tambour », le sodabi conquiert les bars à cocktail"

Interview: Le M...  
béninoise à bas



Corporate Strategy & Development MBA Intern

Western Digital  
Jun 2017 – Aug 2017 • 3 mos  
Orange County, California



Regional Coordinator / Volunteer Leader

Peace Corps  
Jul 2011 – Aug 2012 • 1 yr 2 mos  
Parakou, Benin

- Managed team of 6 Francophone full-time contracted U.S. Federal Employees by preparing work schedules and assigning specific duties, as well as managing monthly salaries, time-off, and insurance issues.
- Planned and administered federal budgets for salaries, equipment, and supplies for regional program operations.
- Acted as consultant to upper-level administration in the regional capital as well as Washington DC Headquarters regarding, security, regional politics, and program efficacy.



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- TA at University of Parakou for Web-based Marketing undergraduate courses.
  - Co-Founded American Cultural Center under the direction of the US Embassy to Benin, including computer lab and library.
  - Created and maintained relations with the local city and national government, and international NGOs.
- 



### **Rural Community Health Volunteer**

Peace Corps

Jul 2010 – Jul 2011 • 1 yr 1 mo

Benin

- Program Management: Instituted post-natal nutritional consultancy program to bridge gap between western medicine and local customs, resulting in a 20% decrease in infant mortality rates for children in the region aged 0-5 years old.
- Process Efficiency: Standardized patient record-keeping process to increase institutional memory and reduce loss of patient records in rural governmental health center, decreasing vaccination processing by over 70%.
- Project Management: Launched an infant growth-tracking program for a population of 10,000 to identify persistent illnesses hampering healthy development.

[Show more](#)

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## Education



### **Carnegie Mellon University - Tepper School of Business**

Master of Business Administration (MBA)

2016 – 2018

Activities and Societies: Data Analytics Club • Consulting Club

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### **UCLA**

Bachelor's degree, Social Sciences

2009

Activities and Societies: • UCLA Sailing Team • UCLA TV Writer/Actor • Resident Assistant (RA) • UCLA charitable mentorship program Volunteer Recruiter / Leader