

Bernard Yeung

BAS Honours in Marketing, 2006

Bernie is currently a Brand Manager for Canada Dry Mott's Inc., where he is responsible for 3 brands within his "Better for You" portfolio. His efforts are focused on: leading brand strategy, translating insights into actionable consumer plans and identifying opportunities that drive business results. Bernie's passion is in the development of creative ideas that transform consumer experiences through brand engagement and in-store activation.

Before becoming a Brand Manager, Bernie's previous roles included: Product Management for a dairy manufacturer, Consumer Insights in the food & beverage Industry and Marketing in the natural health foods sector.



Advice you'd give students fresh out of university?

Always bring energy and enthusiasm in everything you do. Employers look for passionate people that bring 100% effort every day. More importantly, when looking for employment after graduation, carefully evaluate growth opportunities before worrying about salary expectations. Sometimes it may be worth considering taking a lower salary in the beginning for a higher future payoff!

Favourite quote or motto you live by?

Remaining humble, modest and open-minded will keep you grounded wherever life takes you.

Things you just can't live without?

A mentor (find someone you look up to), family and friends, good music