



**Gina Manfredi-Wade**  
Portland State University

**Age:** 31

**Year:** Graduated Fall Term, 2004

**Major:** Double major in Marketing and Supply and Logistics, Certificate in Food Industry Management

**Goal:** to work in purchasing or marketing, and to continue to grow professionally

Gina Manfredi-Wade is a first-generation college student from an Italian family who has been successful for several generations in trade professions. Gina herself had considerable professional success in retail management, but decided to go back to college in her late twenties to find a profession that will help her family have a financially comfortable life, and most importantly, to personally challenge herself. She just graduated from Portland State University this Fall with a double major in Marketing and Supply and Logistics, a professional certificate in Food Industry Management, and a full time internship at Freightliner, to which she was referred by a PSU professor. She is now well on her way to a challenging career, working in the purchasing department at Freightliner, where she is involved with a team on a project to convert the purchasing systems of DaimlerChrysler's major companies, Mercedes, Dodge, Jeep, and Freightliner, into a common database. She recognizes well the importance of her work, noting that purchasing is "an important department because it's where 80% of the money is spent that comes in." She says that she loved the focus on teamwork in her PSU courses, as it is directly applicable to her work experience. She particularly liked a team project she did for her Marketing 464 class, in which she and other students produced a full marketing plan for an Apple iPod. Gina actually pursued community college right after high school but, not knowing what she planned to study at the time, she dropped out in order to take a job offer for a management position at Kinney shoe store. This job brought her from Spokane to Portland, where she has worked for several years while starting her own family. She said that her experience in retail management has definitely helped her in her business goals, but she is also proud to have now finished her degree. In high school, a teacher had told her that most people who start college don't finish, and it always nagged at her that she was "someone who was driven to finish." She is now considering pursuing a Masters degree in System Science or International Management, but is also looking at the many professional opportunities for which she now qualified.