



## Retail Insight

At RI we blend our commercial and technological skills with industry expertise to solve our clients' business challenges. We enable substantial commercial performance improvement through our portfolio of software products.

Headquartered in London, UK and with offices in North America, Singapore and Australia, RI's goal is to make our customers' lives easier.

Using Navigator and Compass for customer business planning and field force execution to understand two-way profitability with total trade coverage, we ensure commercial leaders have a single version of the truth at their fingertips.

For additional information visit: [www.ri-team.com](http://www.ri-team.com)



## Saama

Headquartered in the heart of Silicon Valley, Saama is the leading data science services and solutions company delivering Analytics Advantage to Global 2000 clients. Our Fluid Analytics Engine™ leverages our customers' existing infrastructure as much as possible, and allows us to flexibly focus the white space between existing capabilities and the critical business questions that need to be answered. Saama has broad experience including visualization, MDM, Hadoop, Cloud and other Big Data solutions, in industries such as consumer goods, life sciences, healthcare, insurance, financial services, high-tech and media. Clients include Actelion, Apple, Brocade, Broadcom, Cisco, CSAA Insurance, Delta Dental, Dignity Health, PayPal, Salesforce.com and Unilever.

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The better the question. The better the answer. The better the world works.



With us, your competitive advantage  
is in your field reps' hands.

Literally.



Spring transforms CPG field teams by putting actionable insights at their fingertips. By serving up useful tools and valuable market intelligence, our cloud-based mobile applications make sure you get the most out of your mobile sales, merchandising and delivery efforts. They also help your management team make faster, smarter decisions based on real-time field data.

Today, 9 of the top 10 consumer goods companies use Spring apps to drive sales and grow market share. To find out more about how we're setting a new standard in agility, productivity and revenue growth, visit us online at **SpringGlobal.com**.

Drop by our booth to pick up a Spring mobile phone charger.



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Software Supporting Efficient Growth



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## SPONSORS



### Spring

Spring offers cloud-based, enterprise grade mobile applications for field merchandising, field sales, van sales/DSD, and distributor management. Consumer goods brands around the world rely on Spring to gain real-time visibility into their field operations and help their mobile teams sell smarter, serve clients better, and distribute goods faster. Whatever your needs may be, Spring has an app that delivers precisely what you need to improve productivity, drive revenue and grow market share.

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### StayinFront



StayinFront is a leading global provider of mobile, SaaS, field force effectiveness solutions for the consumer goods industry. Companies of all sizes, in over 50 countries, use StayinFront retail execution and monitoring software to streamline sales operations and reduce the complexity, time and expense associated with field efforts. Recognized by Gartner as one of the most highly configurable mobile selling platforms used on a global scale, StayinFront provides organizations with the information and tools to do more, know more and sell more in every store visit.

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### PwC Strategy&

## strategy&

*Part of the PwC network*

Strategy& is a global team of practical strategists committed to helping you seize essential advantage. We do that by working alongside you to solve your toughest problems and helping you capture your greatest opportunities. These are complex and high-stakes undertakings—often game-changing transformations. We bring 100 years of strategy consulting experience and the unrivaled industry and functional capabilities of the PwC network to the task. Whether you're charting your corporate strategy, transforming a function or business unit, or building critical capabilities, we'll help you create the value you're looking for with speed, confidence, and impact.

We are a member of the PwC network of firms in 157 countries with more than 184,000 people committed to delivering quality in assurance, tax, and advisory services. Tell us what matters to you and find out more by visiting us at [strategyand.pwc.com](http://strategyand.pwc.com).

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Two way profitability

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## Trax



Trax is the world leader in image recognition for retail. Leveraging our leading image recognition platform, we provide market data services to tier one manufacturers globally. With Trax, brands can easily control their performance gaps, identify category opportunities and immediately increase their revenue at all points of sale.

Headquartered in Singapore, with offices across APAC, Europe, Middle East, North America and South America, top brands such as Coca-Cola, AB InBev, Heineken, Nestle and Henkel leverage Trax globally to manage their in-store execution and increase revenues at the shelf.

For additional information visit: [www.TraxRetail.com](http://www.TraxRetail.com).

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## UpClear

UpClear is a global Enterprise Software-as-a-Service provider to the Consumer Packaged Goods industry. UpClear BluePlanner software is a best-in-class platform for Revenue Management, covering Sales Planning, Trade Promotion Management, Analytics, and Optimization.

UpClear's model and a high level of system configurability allow us to deploy in record time and at no cost to Consumer Goods companies of any size. We serve clients in 20 countries across America, Europe, Asia, and Africa from our offices in New York, London, and Hong Kong.

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**About Mindtree:** Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there.



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## Univera Computer Systems

Univera has developed solutions especially for sales-distribution, logistic systems, labeling applications and other AD/DC technologies with its employees consisting of approximately 140 people working in the Izmir and Istanbul offices. It has made these methods available for all national and international customers with our solution partners in Turkey and abroad.

**Yalçın Yıldırım**

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Phone: 533 515 90 95



## visualfabriq

An agile SaaS Solution Company delivering Point Solutions for Revenue Management. Founded in 2013 by Carst Vaartjes and Jaco Brussé, based on the purpose of: 'Let's unleash your excellence'. We bring back the craftsmanship in the hands of the people where it belongs: in the business. We unlock internal and external data sources via visualfabriq's unique data platform and offer instant intuitive insights via a suite of dynamic cloud solutions. Our Trade Promotion Master is one of the leading solutions managing the end-to-end promotion management process: planning, tracking, optimizing, and evaluating the entire promotion process in a few minutes at one single point of entry. Loved by many leading FMCG Companies.

For additional information visit: [www.visualfabriq.com](http://www.visualfabriq.com) or contact visualfabriq at [info@visualfabriq.com](mailto:info@visualfabriq.com)

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CEO

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**KANTAR** **RETAIL** **XTEL**

## XTEL

Kantar Retail XTEL, formerly XTEL, is a leading provider of sales automation solutions for the consumer goods industry with more than 20 years of experience in the market. Kantar Retail XTEL's end-to-end suite of solutions incorporates world's best practices to help consumer goods companies to excel in their sales performance. Companies using Kantar Retail XTEL solutions are able to harness the power of advanced analytics to transform insights into powerful sales strategies while effectively driving critical sales processes, including sales planning, trade promotion management and optimization, retail execution, advanced pricing, DSD and van sales, distributor management.

For additional information visit: [www.kantarretail.com/xtel](http://www.kantarretail.com/xtel) or find us on Twitter and LinkedIn

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# Wake up!

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## Trevor Barrett

*Head of Supply Chain IS & Projects, Premier Foods*

Being an experienced SAP Application management professional with a proven track record within the Private Sector, Trevor has gained some great insights of significant business change enabled by SAP solutions. He has developed a wide range of Commercial / IT Strategy & Programme Management skills gained from working within high calibre corporate environments and programmes.

His focus is very much in the commercial area to ensure the tools being delivered enable both the "base line" functional requirements to drive collaboration (internally/externally) whilst providing the analytics to drive considered/informed decisions. Trevor enjoys the challenge of translating a business requirement into a solution and business change opportunity, delivering dynamic results that directly complement company strategy and the bottom line.



## Martin Burgard

*Product Manager – TPOAccenture CAS*

Dr. Martin Burgard is a global software product manager for the trade promotion management and optimization solution for Accenture CAS, with particular emphasis on TPO.

Martin received his PhD in business administration in the business intelligence field and built a strong analytical background. He has over 10 years of work experience and has consolidated his CG&S expertise in various projects in different industries such as beverages, healthcare, cosmetics and food.

His mission is to drive the integrated Accenture CAS TPM/O solution to be the global sales platform of choice in the consumer goods industry.



## Emre Çelik

*Project Manager, Univera*

Emre Çelik started his career in 2004 in Spektrum Electronic as a Sales Engineer. In 2006 he joined Univera as Hardware Product Manager. After taking the role as International Projects Sales Manager from 2010-2012, he currently is a Software Product Manager in the company. Mr. Celik is married and has 1 daughter and he holds a Computer and Instructive Technology Teacher Bachelor degree from Marmara University. He also completed his master degree on Management Information Systems (MIS).



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## Michael Creasey

*Senior Business Consultant, Exceedra*

Michael is an accomplished, highly motivated and driven professional with a wealth of experience within Sales, Trading and Finance. Experience in FMCG, Wholesale (Booker) and the banking industry (Barclays) before joining Weetabix. Michael has held various roles within Weetabix, Sales Planning Manager, and National Account Manager (Wholesale) Projects included Pricing Excellence and the implementation of the Trade Promotional Management solution from Exceedra.

Latterly, Michael has been the Head of Revenue Management with responsibility for the overall Weetabix trade spend budget.

Michael has now joined Exceedra as a Senior Business Consultant to advise clients on Trade Promotion Management strategy and to share his 'on the job' experience of business improvements and benefits that are possible for planning, pricing & promotions.

In his spare time Michael loves to spend time with his family, enjoys playing football, golf and cricket, trips to the theatre, music and travel.



## David George

*Head of Sales, EMEA StayinFront*

David has 20 years of experience in sales and commercial effectiveness consulting in the consumer goods and life sciences industries. He's held management and principal consultant positions in information services/technology and has advised organizations on commercial effectiveness, sales and marketing training and supporting commercial IT strategy.



## Neil Gowing

*Managing Director, EMEA, Trax Image Recognition*

Neil is responsible for setting and managing Trax's business strategy, sales development and overall productivity and effectiveness for the EMEA region.

In his role, Neil heads sales & business development, corporate development, partner strategy and portfolio strategy activities for the region.

Prior to joining Trax, Neil served as the Global Account Director at Spring Mobile Solutions. Neil specializes in selling and managing complex CRM (Trade Promotion, Retail Execution, DSD), Big Data, and Analytics solutions to global tier one organizations. Neil holds a B.A. in Business Studies from the University of Northampton and is a REC Member – Code of Professional Practice of Recruitment & Employment Confederation.



## Marc Hoogenberg

*Director, Strategy&*

Marc Hoogenberg is a Director with Strategy& (part of the PwC Network) with 15 years' experience in strategy consulting. Marc has deep expertise in developing commercial strategies, operating model design, and commercial capability building for retailers and consumer goods manufacturers. His experience includes working with clients on trade funding strategies and building trade promotions capabilities.



## David Jones

*Director, Field Force Planning - CACI*

David has spent the last 25 years in the arena of field force optimisation, starting with a Masters in Operational Research, then 23 years at CACI applying these academic concepts in consumer goods, specifically with the aim of helping companies achieve a step-change in efficiency through the application of optimisation tools, mainly for headcount analysis, territory optimisation and routing. CACI's client list features 9 of the top 10 CPG companies, and includes companies in Europe and around the world.



## Michael Kantor

*CEO and Founder, Promotion Optimization Institute, LLC*

Michael Kantor is CEO and founder of the Promotion Optimization Institute, LLC. He is the visionary for Collaborative Marketing, who has created and is executing with a brilliant, committed group of retail, CPG, and academic leaders the Certified Collaborative Marketer (CCM)<sup>™</sup> curriculum and certification for how to collaborate with trading partners. He continuously produces the best industry events on marketing effectiveness and collaborative price/promotion optimization around the globe.

Mr. Kantor has spent his career creating retail and brand price/promotion optimization programs, and analytics that drive improved loyalty and profits. Mike co-chaired and developed with Gartner, Inc. and leading CPG executives the industry's first standard set of trade promotion definitions/metrics; and pioneered efforts to define and document trade promotion management in foodservice.

Mike began his career in retail advertising and operations as senior vice president, Drug World Pharmacies. He has written for numerous industry publications, executed primary research defining trade promotion optimization, redesigned the NYC Hospice delivery model, guest lectures at Saint Joseph's University, and speaks at industry events.





## Shane Kingston

*Global Commercial Performance Director, Diageo*

Shane leads and delivers lasting change against defined commercial standards, enabling maturity and capability growth in 40+ markets. Previously with Glaxo-SmithKline and Britvic Soft Drinks (UK), joining Diageo in March 2008, and since working in large commercial roles across Ireland, Australia, and Asia Pacific. He is passionate about multiplying the impact on commercial performance through optimised business processes and strong individual capability.



## Josef Kouba

*Junior Partner, McKinsey*

Josef is a Junior Partner at McKinsey's Vienna office and is a core member of McKinsey's Marketing and Sales Department. He has been instrumental in the Consumer Goods practice with intensive experience in Food and Beverage, Durables, and Consumer Health. Josef also leads the European Consumer Pricing practice, with major focus on B2B2C. During his time with McKinsey, Josef has collected experience in Europe, Africa, Middle East and Asia, and Latin America.



## Jean-Albert ("J-A") Nyssens

*Partner Advisory Center, Retail & Consumer Products, EY in EMEA*

J-A's accomplishments include defining the trade-terms architecture and implementation approach across several countries for a large beverage company, improving revenue management and commercial capabilities for a major international brewer, helping ECR, an organization of retailers and consumer goods companies develop a framework for longer-term innovation ("JAG") and developing and deploying a lean store management program across multiple categories. J-A holds a business degree in finance from the Solvay Business School, an MPhil in Economics from Cambridge University and a MPA from Harvard University. Prior to joining EY, he was a partner with McKinsey & Company focusing on retail and CP strategy & transformation. He is fluent in French (native), Dutch and English.



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## Integrated Business Planning & Revenue Management

Exceedra solutions deliver real time visibility, control and trade spend ROI in an easy to use interface. Improved financial performance across sales, finance and demand planning is recognised by clients such as Dyson, Omega Pharma, Bayer Consumer Goods, Weetabix, United Biscuits and Birds Eye.



"We are confident that the Exceedra solution will enable a step change in our commercial planning capability."  
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"Exceedra allows us to connect people and processes and enabled simplification across our organisation."  
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