

# **POI Joint Business Planning Summit**

**Enabling Focus on the Customer**

November 4-6, 2012  
Chicago, IL



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is one thing. Understanding why  
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# WELCOME

## *Dear POI Fall Summit Attendees:*

It is with the deepest sense of pride that I welcome you to the 2nd Annual Promotion Optimization Institute (POI) Fall Summit. This summit's theme is "Enabling focus on the customer." The program promises to inform and engage you with leadership examples of the advanced analytics, business process and creativity for sales, marketing, and merchandising professionals to help trading partners collaborate effectively and optimize promotions.

Four years ago we charted out the future of our specialty, TPM-TPO-CPO. Today at POI we've assembled a dream team that has the academic credibility, organizational talent and vision to plan and execute this ambitious program and the Certified Collaborative Marketer (CCM)<sup>™</sup> curriculum and certification. Together with POI Board Members, we have worked to pack every aspect of the summit with innovation and added value, demonstrating to trading partners and their teams some of the best of collaborative marketing. We thank each of them and encourage you to make the time to personally engage with every speaker, board member and sponsor who is contributing their time, experience and leadership here at POI.

This meeting will tackle questions about progress and profitability, the role of technology and the translation of data. In each presentation (along with attendee dialogue) practitioner leaders in our field shall present current status, future possibilities and the challenges we overcome. We shall examine the role of integrated planning, advanced analytics, cultural, and collaborative strategies for improved pricing, promotion, shopper/consumer loyalty, and satisfaction.

If this is your first POI Summit, you're in for a real treat – ask questions, join the dialogue. Not only does this event include inspiring keynote speakers, exhibitors, and plenty of networking opportunities, but the session discussions are sure to help you continuously improve whatever area of marketing, sales or merchandising you're currently facing with your customer team and trading partners.

Together, we will reflect on the leadership, perseverance, discovery, creativity, discipline, and the immense possibilities enabling collaborative promotion optimization in the years ahead.

Thank you for your support, and "putting a stake in the ground" for TPM, TPO, and CPO at POI.

Let's enjoy Chicago!

*Mike Kantor  
and the entire POI team*



The Promotion Optimization Institute would like to thank the following sponsors for their support of the Promotion Optimization Institute and the POI Joint Business Planning Summit Enabling Focus on the Customer





## Hotel Information

Hyatt Regency O'Hare  
9300 Bryn Mawr Avenue  
Chicago, IL 60018  
(847) 696-1234

## Exhibit Hours

### Sunday, November 4, 2012

6:00 PM – 7:30 PM	Networking Cocktail Reception Sponsored by: Accenture
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### Monday, November 5, 2012

7:00 AM – 8:00 AM	Networking Breakfast Sponsored by: Hitachi
10:15 AM – 10:35 AM	Networking Coffee Break Sponsored by: Wipro Promax
12:20 PM – 1:35 PM	Networking Lunch Sponsored by: Oracle
3:20 PM – 3:40 PM	Networking Coffee Break Sponsored by: IBM
5:30 PM – 7:00 PM	Networking Cocktail Reception Sponsored by: Capgemini

### Tuesday, November 6, 2012

7:00 AM – 8:00 AM	Networking Breakfast Sponsored by: SAP
9:45 AM – 10:05 AM	Networking Coffee Break Sponsored by: Adesso

The exhibits can be found in the Entry Level Foyer. Refuel between educational sessions with a beverage, network with peers, and obtain the answers to all of your questions. POI encourages all attendees to use this opportunity to gain additional insights from our sponsors.

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## POI Joint Business Planning Summit *Enabling Focus on the Customer*

November 4-6, 2012

Hyatt Regency O'Hare

### Sunday, November 4, 2012

- 2:00 PM – 6:00 PM** POI CCM (Certified Collaborative Marketer™) Education Advisory Board Meeting by invitation
- 3:00 PM – 7:00 PM** Registration
- 6:00 PM – 7:30 PM** Welcome Cocktail Reception

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### Monday, November 5, 2012

- 7:00 AM – 5:30 PM** Registration
- 7:00 AM – 8:00 AM** Networking Breakfast

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 **Hitachi Consulting**

- 8:00 AM – 8:15 AM** Welcome – *Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC*

- 8:15 AM – 9:15 AM** Keynote – **Meaningful Collaboration – Moving Beyond NATO (No Action Talk Only)**

**Presented by:**

Dr. John L. Stanton, Professor of Food Marketing, Saint Joseph's University  
Plus panel discussion addressing the obstacles to collaboration and solutions to overcome them.

- 9:15 AM – 10:15 AM** General Session: **Improving Promotional Outcomes by Utilizing Predictive Analytics to Maximize the Art and Science of Planning**

**Presented by:**

Pam Brown, Director, Trade Promotions, Del Monte Foods  
John Wilson, Senior Manager, Trade Promotions, Del Monte Foods  
Tina Childs, Senior Manager, Trade Promotions, Del Monte Foods

- 10:15 AM – 10:35 AM** Networking Coffee Break

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## Dale Hagemeyer

*Managing Vice President, Gartner Inc.*

Dale Hagemeyer is a research vice president in Gartner Research, where he is part of its Manufacturing Industry Advisory Service. His area of expertise is in CRM for the Consumer Goods industry including vision and strategy, business case development, vendor evaluation and selection, and implementation and support strategies. He also serves in an advisory board capacity with the Promotion Optimization Institute (POI) and the Grocery Manufacturers Association (GMA).

Mr. Hagemeyer has a total of 25 years of consumer goods industry including General Foods (now Kraft), PepsiCo, Quaker Oats, and Sunbeam. He also fulfilled an international assignment in Mexico from 1995 to 1996.

Mr. Hagemeyer holds a BA degree in finance and Spanish from the University of Utah and an MBA from the University of Chicago.



## Jon L. Stanton Ph. D.

*Professor of Food Marketing, Saint Joseph's University*

John L. Stanton has a Ph.D. in Quantitative Methods and Marketing from Syracuse University, and has been in the food industry for about 40 years. He is a professor at the food marketing department at Saint Joseph's University in Philadelphia. Dr. Stanton had also worked in the food industry, having been VP Marketing for Melitta, and Tengelmann in Germany. Dr. Stanton was also director of research of an ad agency, consulting with food companies including Campbell Soup, P & G, Acme, Kroger, Frito Lay, Kellogg and others.

He serves on the Board of Directors of a number of food companies including Herr's Foods, Premio Foods, The Philadelphia Cheesesteak Company, Promotion Optimization Institute, and David Michael.

Dr. Stanton has served as an expert and expert witness to many food and beverage companies including Whole Foods, Target, Coca Cola, Ahold, Supervalu, Boars Head, Safeway and many others. He has written 10 books and is currently the editor of the Journal of Food Products Marketing, and an editorial advisor of the British Food Journal.



## Win Weber

*Chairman and CEO of Winston Weber & Associates (WWA)*

Win is Chairman and CEO of Winston Weber & Associates (WWA), a management consulting firm that provides a wide range of consulting services to manufacturers and retailers in the consumer products industry. He is recognized as one of the original architects of category management and for introducing retailer/supplier partnering to the U.S., Mexico, Australia and Asia. He is also known for his leading edge thinking and expertise relative to category management evolution to shopper centric solutions planning as well as shopper insights/marketing transformation.

Prior to entering the consulting profession 27 years ago he built an impressive record of achievement as a senior sales executive and president of two sales corporations. Beginning his career with Colgate-Palmolive, he progressed rapidly into management positions with increased responsibility with General Foods, Beechnut, American Brands, Bristol-Myers Squibb, Atari and Schering-Plough

He has authored numerous articles on partnering, category management, shopper marketing and related subjects and continues to be a guest speaker on these subjects for numerous industry associations and corporate gatherings.

Win is member of the FMI Industry Collaboration Council and Chairman of the College of Arts and Science Board of Visitors, Syracuse University.

# Which Way?

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**10:40 AM – 11:30 AM** Session A: **The Evolving Relationship Between Pricing and Promotion Strategy – Research Results**

**Presented by:** Bruce Pagliuca, Principal, Capgemini

Session B: **Utilizing Loyal Shopper Intelligence to Drive the Collaborative Agenda**

**Presented by:** Gary Black, Senior Director, Client Development, Data Ventures, Inc.

**11:30 AM – 12:20 PM** General Session: **Moving from International TPM Implementation to Global Trade Promotion Optimization – “The Premier Foods Journey” “TPM to TPO!”**

**Presented by:** Trevor Barrett, SAP CC Logistics Manager, Premier Foods, plc

**12:20 PM – 1:35 PM** Networking Lunch

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**1:40 PM – 2:30 PM** Keynote – **Rome Has Been Built – The Lay of the Land for Promotion Optimization Technologies**

**Presented by:** Dale Hagemeyer, Managing Vice President, Industries Research Manufacturing, Gartner, Inc.

**2:30 PM – 3:20 PM** General Session: **Creating an ROI Culture that Drives Mutual Growth**

**Presented by:** Kevin Kroymann, National Manager Trade Marketing, Hormel Foods

**3:20 PM – 3:40 PM** Networking Coffee Break

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**3:45 PM – 4:30 PM** General Session: **Everyday Price Optimization – using advanced analytics to optimize demand in heavily promoted categories**

**Presented by:** Steve Jankauskas, Vice President of Business Development, Annie’s Inc.

**4:35 PM – 5:25 PM** General Session: **How Aligning Pricing & Assortment Optimization Strengthens Trading Partner Results**

**Presented by:** C.J. Gabriel, Jr. (Gabe), President & CEO, Haggen & TOP – Food & Pharmacy Since 1933

Jim Hertel, Managing Partner, Willard Bishop LLC

**5:30 PM – 7:00 PM** Networking Cocktail Reception

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## Tuesday, November 6, 2012

7:00 AM – 12:30 PM

Registration

7:00 AM – 8:00 AM

Networking Breakfast

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8:05 AM – 8:10 AM

Welcome – Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC

8:10 AM – 9:00 AM

Keynote – **How Trading Partners Gain the Highest ROI on Collaborative Business Planning (CBP)**

**Presented by:**

Win Weber, Chairman & CEO, Winston Weber & Associates Inc.

9:00 AM – 9:50 AM

General Session: **Focused Resources are Required for Optimization – Making it Work For TPM/TPO**

**Presented by:**

Alex Kushnir, Partner, Accenture

Gary Adams, Sr. Manager, Accenture

9:50 AM – 10:10 AM

Networking Coffee Break

**Sponsored by:**



10:15 AM – 11:00 AM

General Session: **Leveraging Big Data from HQ to Field Sales to Optimize Shelf Space and Avoid Stock-Outs**

**Presented by:**

Karthik Palanisamy, Sr. Director Enterprise Decision Support & Business Relationship Management,

The Schwan Food Company

John Cady, Director, Consumer Products Industry Practice, Hitachi Consulting

11:00 AM – 11:45 AM

General Session: **Developing the Best Category Solutions for Trading Partners – Strategies That Deliver Mutual Growth**

**Presented by:** Brian Fox, VP of Category Management, Ralcorp Food Group

11:45 AM – 12:30 PM

General Session: **Leveraging Loyalty Card Data to improve Trade Promotion Effectiveness**

**Presented by:** Megan Margraff, Chief Analytic Officer, Spire, LLC

12:30 PM – 12:35 PM

*Closing/Action Items - Michael Kantor, CEO and Founder Promotion Optimization Institute, LLC*



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2007, 2008



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Accenture, a global consulting, technology and outsourcing company, helps consumer goods companies manage scale and complexity, transform global operating models to effectively serve emerging and mature markets, and drive growth through evolving market conditions. We enable companies to source capabilities through end-to-end services or build capability through individual projects in the areas of sales and marketing, supply chain, global ERP operations, and integrated business services. Our industry-leading sales platform, Accenture CAS, helps companies to deliver products to market faster at lower cost providing superior trade promotion management and optimization, retail execution and direct store delivery.

For more information visit [www.accenture.com/consumergoods](http://www.accenture.com/consumergoods)

or contact

*Gary E. Singer, Partner*

+1 770 399 8000 or [Gary.E.Singer@Accenture.com](mailto:Gary.E.Singer@Accenture.com)



## Adesso Solutions

Adesso Solutions is a leading provider of Trade Promotion Management (TPM) software and solutions for the Consumer Goods industry. Our tools help manufacturers track, analyze, and integrate sales and performance data to make more effective business decisions and enhance ROI. The Adesso Solutions TradeAdvantage™ suite, built on a cutting-edge Microsoft® platform, is utilized in the Food and Beverage—Retail and Food Service, Health and Beauty, Electronics, Apparel, Pharmaceutical and other sectors to effectively manage the total trade promotion cycle from budgeting, forecasting, planning and execution to settlement and post-promotion evaluation

Currently, more than 120 customers and 8,500 users employ Adesso Solutions tools to process more than 300,000 promotions annually representing more than \$4 billion in trade spend.

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## Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, works with many of the world's consumer products and retail companies in defining and achieving their comprehensive strategy to win at the shelf. As a key component, Capgemini helps clients improve retailer collaboration – enabling fact-based investment decisions to improve ROI and integrating mobile solutions to get clients closest to the shelf and the consumer. Through trade promotion management & optimization, demand synchronization, retail execution and direct store delivery, we help companies achieve end-to-end Demand-Driven Enterprise Management market leadership.

Present in more than 40 countries, Capgemini employs over 120,000 people worldwide.

More information is available at [www.us.capgemini.com](http://www.us.capgemini.com)

For more information contact:

*Bruce Pagliuca, Principal*

+1 630 240 1876

[Bruce.pagliuca@capgemini.com](mailto:Bruce.pagliuca@capgemini.com)

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CPGToolBox is dedicated to the development and sale of relevant CPG sales and marketing tools built in the cloud on the force.com platform. The CPGToolBox team has leveraged over 150 years of CPG and TPM experience to produce a full function Trade Promotion Management tool in the cloud that is easy to use, easy to learn and can be installed in a matter of months. So, whether its forecasting, planning, reporting & analysis or getting your hands around runaway trade promotion spending... CPGToolBox Trade Planner can get you to your objectives at 1/10th the cost of typical on-premise TPM solutions.

*For additional information, please contact*

**Rick Pensa**

*President/CEO*

*rpensa@CPGToolBox.com*

*678-503-5001*



## **Data Ventures, Inc. (Coca-Cola Consolidated, Inc.)**

Data Ventures is a global analytics and consulting company specializing in the Retail, Consumer Goods and Financial industries for pattern recognition and anomaly detection, with a rich history that traces back to the Los Alamos National Laboratories in New Mexico, USA. Data Ventures' proprietary *iDV* Analytics Platform can tackle very large data sets of retailer scan data and loyalty card data to identify patterns in shopper and product behavior. Drilling down to the item, store, shopper and basket levels, we can predict consumer behavior and identify causal factors to influence change and enhanced decision-making. *Rocket Science Made Practical and Affordable™* in over 50 countries worldwide!

**Mr. Gary L. Black**

*Sr. Director, Sales & Client Development*

*6101 Carnegie Blvd., Suite 520*

*Charlotte, NC 28209*

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**analytics**

## **G4 Analytics**

G4 Analytics is a leading provider of analytical applications for the Consumer Goods sector. Our integrated sales solution unifies Sales Planning and Retail Execution around a common analytical platform. The solution is provided in a fully hosted Software-as-a-Service (SaaS) package with simple integration and self-service configurability.

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*For additional information contact:*

*Sales@g4analytics.com*

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To learn more about HGS, contact:

**K. Weidenaar**

Vice President, Marketing & Communications

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## Hitachi Consulting

As the global consulting company of Hitachi, Ltd., Hitachi Consulting brings business visions to life through in-depth industry expertise combined with innovative technology solutions and services. From articulating strategy through deploying and maintaining applications, Hitachi Consulting helps clients quickly realize measurable business value and achieve sustainable ROI.

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For additional information contact:

**Don Lanham**

Director Business Development, Consumer Products Industry

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Chicago, IL 60606

262-227-6235

[dlanham@hitachiconsulting.com](mailto:dlanham@hitachiconsulting.com)

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For additional information:

**David Hauber**

Client Executive, IBM Software group

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*For additional information contact:*

**Cary Wong**

*IBU Director*

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**Paul Larson**

*Industry Principal, Consumer Products*

*SAP America, Inc.*

*[Paul.larson@sap.com](mailto:Paul.larson@sap.com)*

### Sequoia



Providing solutions to optimize business plans and provide category insights is our mission at Sequoia. Consumer Demand Management (CDM), and the prediction of future consumer response, is a requirement to achieve our mission and is integrated into every solution.

Sequoia TPO benefits from this integration as predictive analytics are embedded in the planning process to forecast volume, margin, revenue, trade efficiency (CPIU), total trade liability and return on trade investment. The ROI promises of TPO are only realized when the underlying forecast is accurate.

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**Dale Neely**

*Vice President, Customer Operations*

*SEQUOYA*

*203.505.5031 phone*

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## Wipro Promax Analytics Solutions

Wipro Promax Analytics Solutions (WPAS), a Wipro Group Company, is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe, United Kingdom, North America, New Zealand and Japan, WPAS boasts an impressive stable of global consumer goods companies. Promax solutions are result of more than twenty years' experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax PX solution has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

Wipro provides comprehensive IT solutions and services, including systems integration, Information Systems outsourcing, IT enabled services, package implementation, software application development and maintenance, and research and development services to corporations globally. Wipro Limited is the first PCMM Level 5 and SEI CMM Level 5 certified IT Services Company globally. Wipro also has a strong presence in niche market segments of Infrastructure Engineering and Consumer Products & Lighting.

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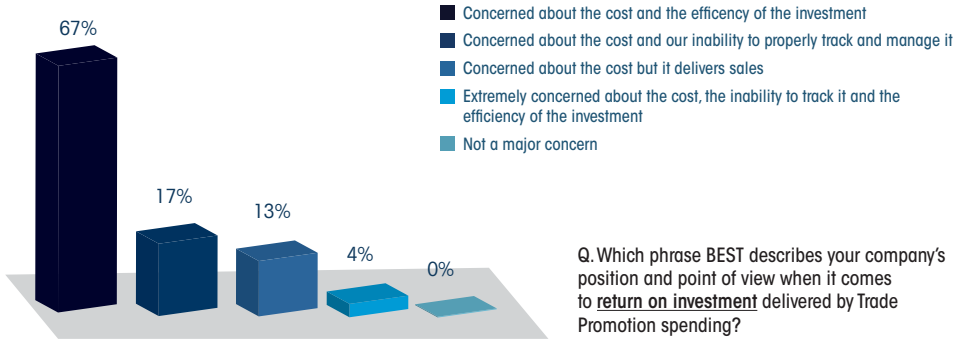
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# Trade Promotion Survey

**67% of CG executives indicate they are concerned about the cost and efficiency of their investment**



**71% of CG executives indicate it's very important for a TPM solution to have analytical abilities and support determining trade spending effectiveness**

Important Factors in selecting a TPM provider	Very Important	Somewhat Important	Not Very Important	Not Important At All
Fast and easy to install	29%	63%	8%	0%
Easy to use / good user adoption	79%	21%	0%	0%
Flexible / easy to configure	33%	67%	0%	0%
Cost / limited budget	21%	67%	8%	0%
Analytical abilities and support determining trade spending effectiveness	71%	29%	0%	0%

Q. Please indicate the importance of the following factors in selecting a TRADE PROMOTION MANAGEMENT provider

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## Gary Adams

*Senior Manager, Accenture*

Gary Adams brings over 36+ years in sales & marketing support – integrated business planning – working for both CPG manufacturers and solution companies, including Accenture CAS, SAP, AIM, ems, Quaker Oats and General Foods. He has recently joined the Accenture Consumer Products & Services group, supporting product strategy and roadmap for the Accenture Perfect Promotion E2E offering. He is also filling a role as subject matter expert within the Accenture Management Consulting organization focused on trade promotion management and optimization from a business process and organizational impact perspective.



## Trevor Barrett

*SAP CC Manager, Premier Foods plc*

Trevor is a highly experienced Project/Programme service delivery expert with an impressive track record delivering and embedding change initiatives within consumer product businesses. His expertise includes working across all levels and cultures establishing excellent, collaborative relationships and developing resource/teams to deliver high quality services – accountabilities/achievements include; Global Programme management; SAP Competence Centre establishment; Service Strategy Direction. He has successfully migrated numerous business units from legacy systems (post acquisition programme) to SAP ECC6 (one instance); and in doing so provides project technical build/test/Go live resource, delivers technical enhancements to current platform (Release management), full lifecycle (several) and template roll out management, solution Governance – (BU Roll out), and stakeholder management – Programme/Project roadmap.



## Gary Black

*Senior Director, Client Development, Data Ventures*

Gary is the Senior Director of Client Development for Data Ventures, responsible for sales and professional services. Data Ventures is a global provider of world-class analytical and data management applications for manufacturers and retailers in over 35 countries. Gary has over twenty years of experience in Consumer Products and software companies, providing value through consumer and shopper behavior analytics. In his industry spanning career, he was at the genesis of efficient consumer response and sales information initiatives for Kraft Foods, Director of Total U.S. Category Management activities for Nestle USA, and a founding member of one of the first software-as-a-service software companies in demand optimization for

Retailer and CP merchandising activities. Gary has combined his brand management and sales/marketing strategy with his ability to leverage collaborative solutions across retailers and CP manufacturers alike.

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## Pam Brown

*Director of Trade Promotion Management, Del Monte Foods.*

Pam Brown is the Director of Trade Promotion Management for Del Monte Foods. Her work in Sales Strategy includes: sales planning, trade management, trade systems, sales policies & processes. She drives solutions and change across the organization based on corporate strategy & with the support of cross functional partnerships. Key successes & projects include the development and release of Del Monte's "Atlas" Siebel TPM system, Organizational Workflow Project, Best in Class Planning national training curriculum & recently completing the DM RFP for Trade Promotion Optimization.

Del Monte Foods is one of the country's largest and most well-known producers, distributors and marketers of premium quality, branded food and pet products for the U.S. retail market, generating approximately \$3.7 billion in net sales in fiscal 2010.

With a powerful portfolio of brands, Del Monte products are found in eight out of ten U.S. households. Pet food and pet snacks brands include Meow Mix®, Kibbles 'n Bits®, Milk-Bone®, 9Lives®, Pup-Peroni®, Gravy Train®, Nature's Recipe®, Canine Carry-Outs® and other brand names. Food product brands include Del Monte®, S&W®, Contadina®, College Inn®, and other brand names.

Prior to joining Del Monte Pam worked for Helene Curtis/Unilever and quickly progressed through numerous sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director covering all CPG business west of the Mississippi. Over her 18 years of Sales experience she has demonstrated a passion for creating a competitive advantage through high-performing teams.

Pam earned her BA in Business Administration from the University of California at Riverside.

Pam and her husband Mike (18 years) have a daughter Madelyn (12), son Trevor (7) and a new baby on the way from Taiwan (TBD 2012). In their free time the family loves sports and the outdoors and are often seen camping and hiking in the redwoods. Pam also serves in a broad array of community and industry leadership roles. She leads the Walk for Hope (City of Hope) charity event for Del Monte and is on the CPG COH leadership team. In 2010 she ran the San Diego Rock & Roll marathon to raise funds for the Leukemia and Lymphoma Society. She is also a member of the Network of Executive Women.



## John Cady

*Director of Consulting Services, Hitachi Consulting*

John Cady is a Director with Hitachi Consulting's Consumer Products industry team. John has 20 years of business experience in implementing solutions to complex business problems in the demand business cycle for the consumer products, food manufacturing, pharmaceuticals, software, and industrial manufacturing industries. John has significant experience in the areas of project management, ERP, revenue management, business process improvement, application integration, and enterprise data management.

Over the past several years, John has focused his efforts in the area of Trade Promotion Optimization and Order Management processes. He also works with clients in the area of Pricing Optimization, Analytics, and large program management. John's experience in both the business and technical side of trade promotion management allows him to provide a wide breadth of knowledge and skills to companies looking to improve and optimize their trade promotion spend.

John has worked with many companies assisting them in making significant business improvements and has demonstrated the ability to engage with executives of his client companies to lead effective and lasting business change. Some of his clients include Tyson Foods, The Schwan Food Company, General Mills, Malt-O-Meal, and Johns Manville.

Prior to joining Hitachi Consulting, Mr. Cady spent 10 years in consulting focusing on large systems implementations and business process improvement. John has been a speaker at SAP's Sapphire conference and earned his business degree from Indiana University.



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## Tina Childs

*Senior Manager of Trade Promotion Management, Del Monte Foods*

Tina Childs is the Senior Manager of Trade Promotion Management for Del Monte Foods. Her work includes: trade management, trade systems communication, and the management and training of sales policies & processes. She drives the communication for the trade systems and facilitates system share groups to connect users. Key project wins include supporting the launch of the COMPASS Predictive Planning System, developing a COMPASS Training Certification process, creating an eLearning module for process and policy releases, and releasing a new organization-wide funding policy and process for new item launches.

Prior to joining Del Monte, Tina worked for Jamba Juice holding a variety of positions. She worked her way up in the organization while acquiring a range of skills and experience in the following areas: product development, brand marketing, operations, and project management. She demonstrated her leadership and high attention to detail by managing top company initiatives.

Tina earned her MBA from George Mason University and BA in Business Administration from Washington State University.

Tina and her family live in Berkeley, CA. They like to travel and lead a busy social life with friends and family. As an active soccer playing family, Tina coaches her daughter's soccer team and is a member of the soccer league Board of Directors. She is also a member of the Network of Executive Women.

## Brian Fox

*Vice President of Category Management, Ralcorp Food Group*

Brian is a 22 year veteran of the food industry, first with Great Lakes Cheese Company, American Italian Pasta and now Ralcorp Food Group. In his 13 years with AIPC and now Ralcorp, he has worked in numerous roles from regional sales, Walmart team lead, VP Foodservice, VP Customer Marketing, VP Sales and Marketing for AIPC Italia, and now VP Category Management with the newly formed Ralcorp Food Group. Additionally, Brian's experience includes S&OP, trade marketing, and he's been involved in two major software installation projects. He was part of the Executive leadership team at AIPC that turned the business around from 2007 to AIPC's sale to Ralcorp in 2010.

Brian has been involved in sales presentations and collaborative partnerships with nearly every food retailer in the U.S., and his passion is around creating partnerships that deliver value to all parties.



## Gabe Gabriel

*President and CEO, Haggen Inc.*

Clarence J. Gabriel Jr. (Gabe) is an accomplished senior executive with over 20 years of rich career success in senior leadership and management roles throughout the consumer retail, supply chain management, and manufacturing sectors. He has served in CEO, President, and EVP capacities to a number of leading national companies including Pepsi-Cola North America (PCNA), Corporate Express, and Albertsons, and has high-level operational expertise in the retail and consumer packaged goods segments.

Today, Gabe is President and CEO of Haggen Inc. a dynamic and growing grocery and pharmacy chain, founded in 1933 in Bellingham, Washington. The company currently operates 29 supermarkets throughout the states of Washington and Oregon and employs nearly 3,000 people. Haggen ranks as one of the 75 largest grocery chains in the United States, according to Supermarket News, and is the Pacific Northwest's largest independent grocer.

Earlier, Gabe was Executive Vice President and member of the senior management team at Albertsons, Inc., a \$40B retail food and drug retailer. He has a solid early foundation in Supply Chain Management and Consumer Packaged Goods, including 14 years of executive leadership roles with Pepsi-Cola North America (PCNA) and Corporate Express.

With a bachelor's degree, *cum laude*, from the University of Scranton, Gabe is a Distinguished Honor Graduate of the U.S. Army Rangers. He served as a U.S. Army Officer and Army Ranger with the 101st Airborne Division, and was the highest rated Army officer among his peer group.



## Jim Hertel

*Managing Partner, Willard Bishop*

Jim Hertel leads business development, client service, and new solutions efforts, as well as the strategy development consulting practice for Willard Bishop—a food retail consulting company that has been delivering business-building solutions to manufacturers, retailers, and food service companies around the world for over 30 years.

Throughout his career, Jim has developed insight-based growth strategies for companies including Anheuser-Busch, Campbell Soup Company, Kraft Foods, Unilever, Wal-Mart, Coca-Cola, Purina and more.

Prior to joining Willard Bishop, Jim worked in brand management at Procter & Gamble and led the client service group at Spectra Marketing – the leading targeted marketing and targeted selling services provider in the consumer goods industry. He presents at FMI, NGA, and the Outlook Leadership Conference, and is regularly quoted in industry magazines, journals, and national newspapers.

His B.A. degree in Economics is from Duke University.



## Steve Janauskas

*Vice President of Business Development, Annie's*

Steve Janauskas is an 18 year veteran of the food business. He began his career with Young's Specialty Foods, and he eventually moved to running the reset crew as well as overseeing the creation of all specialty schematics. After DPI purchased Young's, Steve moved to account management then category management, and ultimately had responsibility for the product assortment and promotional planning for 10 different categories at all customers serviced by DPI-Dairy Fresh.

In 1998 Steve went to work for Quaker Oats as a Distributor Sales Manager handling the Natural and Specialty portfolio of products, then after a year took a position as an Account Executive calling on Raley's. In 2002 Steve was awarded the PepsiCo

Ring of Honor award which is presented annually to the top .005% of all global salespeople. Steve then spent the next several years as a Senior Account Executive, Customer Marketing Manager, Category Manager, and Manager of Division Field Sales.

In 2006 Steve took a position with Diamond Foods and would become Senior Director of Retail Development and would work closely with Diamond's broker business partners to maximize in-store conditions.

In 2010 Steve came to Annie's, currently serving as Vice President of Business Development. Steve and his team manage many of the support function for Sales including Trade Funds Management, forecasting and AOP, pricing, MAPS priorities, new item launches, syndicated data reporting, and major selling initiatives.

Steve lives in the Green Valley community of Northern California with his wife Diane and their 4 children, Logan, Ethan, Nathan, and Trinity. Steve enjoys spending time with his family and serves as Committee Chairman for his local Cub Scout Pack where his 3 boys are actively involved. When time permits, Steve also enjoys fly-fishing.



## Michael Kantor

*CEO and Founder, Promotion Optimization Institute, LLC.*

Michael Kantor is CEO and founder of the Promotion Optimization Institute, LLC. He is creating and executing with a brilliant, committed group of retail, CPG, and academic leaders the Certified Collaborative Marketer (CCM)<sup>™</sup> curriculum and certification. He is currently the co-chair with Dale Hagemeyer at Gartner, Inc. of the Promotional Collaboration Capability Matrix. Previously he was managing director of TPMA. He has spent his career creating retail and brand price/promotion optimization programs 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, primary research, redesigned the NYC Hospice delivery model, and speaks at industry events.



## Ron Klimberg

*Professor, St. Joseph's University*

Ronald K. Klimberg, Ph.D. is a Professor in the Decision and System Sciences Department of the Haub School of Business at Saint Joseph's University, USA. Professor Klimberg received his B.S. in Information Systems from the University of Maryland, his M.S. in Operations Research from George Washington University, and his Ph.D. in Systems Analysis and Economics for Public Decision-Making from the Johns Hopkins University. Before joining the faculty of Saint Joseph's University in 1997, he was a professor at Boston University (10 years), an operations research analyst for the Food and Drug Administration (FDA) (10 years) and a consultant (7 years). Ron was the 2007 recipient of the Tengelmann Award for his excellence in

scholarship, teaching, and research.

His research has been directed toward the development and application of quantitative methods, e.g., statistics, forecasting, data mining, and management science techniques, such that the results add value to the organization and the results are effectively communicated. Dr. Klimberg has published 8 books and over 50 articles and has made over 70 presentations at national and international conferences in the areas of management science, information systems, statistics, data mining and operations management. His current major interests include multiple criteria decision making (MCDM), multiple objective linear programming (MOLP), data envelopment analysis (DEA), facility location, data visualization, data mining, risk analysis, workforce scheduling, and modeling in general. He is currently a member of INFORMS, DSI, and MCDM.



## Kevin Kroymann

*National Manager Trade Marketing, Hormel Foods Corp.*

Kroymann is the national manager of trade marketing for the consumer products sales division of Hormel Foods and is based in Austin, Minn. In his role, Kevin is responsible for the customer trade marketing and corporate business analytics teams and delivering the overall business plan to achieve volume, share and sales goals. He assumed his current position in October 2005 after achieving diverse work experience at several Hormel Foods facilities. Kevin began his career with Hormel Foods in 1990 as a relief foreman at the Fremont (Neb.) plant, and held numerous positions there until he transferred to Dold Foods (Wichita, Kan.) in 1995 to assume the role of personnel manager. In 1996, Kroymann transferred to Osceola (Iowa)

Food and became the plant's personnel manager. He was relocated to the Austin (Minn.) plant in 2000, where he served as the superintendent of cured and smoked meats and value-added fresh pork. 2003- 2005, Kevin served as a Six Sigma project manager at the corporate office in Austin. Kevin graduated from the University of Iowa in 1988 with a bachelor's degree in business administration economics. He also pursued a master's degree and graduated from the University of Nebraska – Omaha in 1994. Kevin resides in Austin and is a cantor at St. Edward's Catholic Church, and also coaches youth basketball.



## Alex Kushnir

*Partner, Accenture*

Alex is a Partner in Accenture's Consumer Goods & Services practice. He focuses on helping CPG Manufacturers drive profitable growth by transforming their Sales & Marketing capabilities. With over 16 years in Consulting, Alex has extensive hands-on experience in the areas of Trade Promotion Management (TPM) transformation, Demand Planning and Sales & Operations Planning (S&OP), Spend Effectiveness, Customer Relationship Management (CRM) strategy, Supply Chain Planning, IT strategy, and Sales Force Automation (SFA). His areas of strength include strategy definition, program leadership, project management, system architecture and design. Alex has BS in Bio-Medical Engineering from

Boston University and an MBA from Emory University.



## Megan Margraff

*Chief Analytic Officer, Spire LLC*

Megan has over 15 years of experience leveraging shopper data to help both brands and retailers put the shopper at the center of their decision-making. Megan leads Analytics at Spire, and has pioneered the company's unique approaches to shopper segmentation, marketing/trade promotion evaluation, targeted marketing, and predictive analytics.

Prior to joining Spire, Megan spent nearly twelve years as a consultant and director of analytics with Cannondale Associates (now Kantar Retail), a sales and marketing management consulting firm. Megan helped found the Shopper Insights team at Cannondale Associates, and developed the analytic approaches to using shopper

card data in the areas of category management and trade promotion evaluation. Throughout her career, she has worked with dozens of Fortune 500 companies, including top CPG manufacturers and many of the top grocery, drug and mass retailers in the U.S. market.

Megan received her MBA and BS in International Business Management from ICHEC (Institut Catholique des Hautes Etudes Commerciales) in Brussels, and has prior work experience in both Belgium and the UK.



## Bruce Pagliuca

*Principal, NA Consumer Goods, Retail, and Distribution, Capgemini US*

Mr. Pagliuca has over 25 years experience building software and consulting companies in North America, EMEA and Asia specializing in creating Demand Generation and Analytic solutions for the Consumer Product and Retail Industries. He has extensive experience introducing operational analytic practices in the areas of Pricing, Promotions, Assortment, and Marketing.

Prior to joining Capgemini, Mr. Pagliuca CEO of M-Factor, a Solution provider specializing in Trade and Marketing effectiveness software. He has also held executive positions with ProfitLogic and Oracle.

Mr. Pagliuca has worked with many large Consumer Products Manufacturers and Retailers, including Coca-Cola, Dannon, P&G, Gap, Target and PepBoys



## Karthik Palanisamy

*Senior Director of Enterprise Decision Support, The Schwan Food Company*

Karthik Palanisamy is the Sr. Director of Enterprise Decision Support and also responsible for Business Relations with Consumer Brands the retail Division of The Schwan Food Company.

In the EDS role he is responsible for BI Strategy and execution against those strategies and also provides expertise on industry trends and best practices with respect to business intelligence, Mobility, knowledge management capabilities and business applications. In the BRM role serves as strategic consultant for system and technology strategy and initiatives that align with the business strategy.

Prior to Schwan's, Karthik was responsible for BI, Portals and Service Management at The Scotts Miracle-Gro company and wore multiple hats during his time at ConAgra Foods.

Karthik served in the ARMY before moving to the CPG Industry





## John Wilson

*Senior Manager of Trade Promotions, Del Monte Foods*

John Wilson is a Senior Manager of Trade Promotions for Del Monte Foods. He has worked in the CPG industry for over twenty years in Information Systems and Sales roles for EDS and Del Monte.

His TPM background includes development of Del Monte's initial trade promotion system and subsequent implementations and management of CAS and Siebel solutions. Recently, John helped lead the deployment of the Demand Tec Predictive Planning System.

John supports the entire sales organization with their use of all trade spending applications, providing guidance on creating, maintaining and monitoring plans within the trade promotion systems. He also works cross functionally with I.T., Finance, Marketing, and Demand Planning to insure the incorporation of system interdependencies.

His unique mix of technical and sales knowledge enhances his role as the Sales/I.T. Liaison. He proactively works to analyze issues and input from the field to provide I.T. direction on enhancing the efficiency and effectiveness of the trade promotion systems.

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