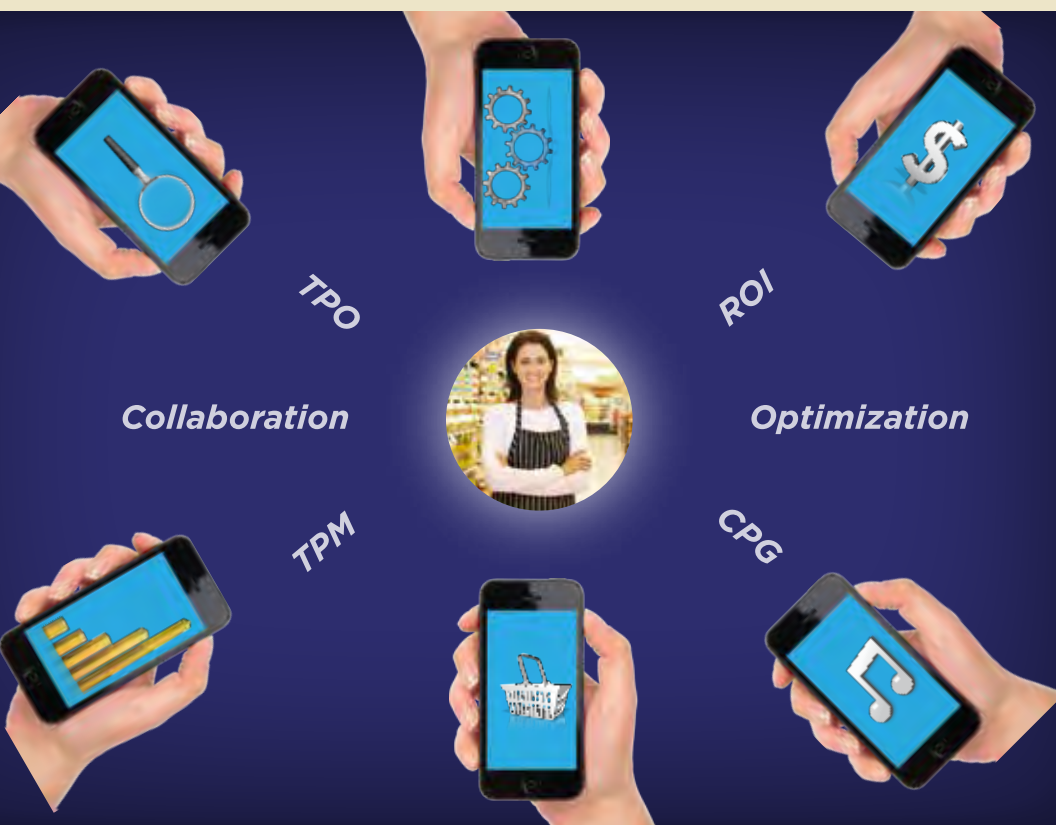




COLLABORATIVE MARKETING TO EXECUTE AT THE RATE OF CHANGE SUMMIT



PREDICTING PROMOTIONAL OUTCOMES
IN-STORE, ONLINE, AND EVERYWHERE

- Volume Analytics
- Dashboard Reports
- Price Action Impact
- Promotion ROI

HINDSIGHT

INSIGHT

- Price Sensitivity
- Promotion Drivers
- Threshold Alerts
- Cannibalization

FORESIGHT

- Scenario Planning
- RT Simulation
- Optimization
- Predicted P&L

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POI Certified Collaborative Marketer (CCM)[™] Education Advisory Board

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Dear POI Summit Attendees,

It is my sincerest pleasure to welcome you to the **5th Annual Promotion Optimization Institute (POI) Spring Summit**, where you'll find endless opportunities to advance your Collaborative Promotion Optimization (CPO) journey. This summit's theme recognizes, and addresses, escalating consumer expectations, increasing transparency, and instant global communications, making this the most exciting and challenging time to be shaping brands, banners, and collaborating for mutual growth. At POI we believe it's our mission to serve our members with the best research, processes, and develop talent that will keep you out ahead of these changes, giving members a competitive advantage in the marketplace.

The POI Education Advisory Board considers education and advocacy the top priorities for our organization, and we have constructed this program with learning at the core. We are leading by example, and express our gratitude to all POI Faculty, Constituents, Sponsors, and Attendees who share their time and talent to speak, engage with questions, or conduct sessions, with excellence and service in mind. It is our desire and hope that you take away solutions from this summit that will help you *execute at the rate of change with your trading partners*.

POI continues to lead the way, providing superior education and solid training ground for advancing collaborative promotion optimization. It remains my great honor and privilege to work with Dr. John L. Stanton at Saint Joseph's University and the POI Education Advisory Board. The Certified Collaborative Marketer CCM™ is designed for continuing education, including mastery of the collaborative skills necessary to succeed with trading partners. Several graduates and candidates are among us here at the summit.

POI continues to be a resource, and destination for your TPM, TPO, and Collaborative Marketing needs. You'll recognize how this is demonstrated by the familiar faces, plus the 37% of you who are new to the POI Summit experience.

As you have in the past, please make the time to personally engage with new attendees and sponsors throughout the summit with a goal of creating at least 7-10 new relationships. I appreciate each of you for your support, continued learning, and choosing to continuously improve at POI.

Let's enjoy Chicago!

***Yours sincerely,
Mike Kantor
and the entire POI Team***



Promotion Optimization Institute thanks our sponsors for making the POI Summit event a tremendous success!





Hotel Information

The Westin Michigan Avenue
909 N. Michigan Avenue
Chicago, IL 60611

Exhibit Hours

Sunday, April 12, 2015

6:00 PM – 7:30 PM	Networking Cocktail Reception Sponsored by: Sequoya
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Monday, April 13, 2015

7:00 AM – 8:00 AM	Networking Breakfast Sponsored by: Adesso
10:05 AM – 10:25 AM	Networking Coffee Break Sponsored by: Wipro Promax
12:20 PM – 1:30 PM	Networking Lunch Sponsored by: SAP
3:25 PM – 3:45 PM	Networking Coffee Break Sponsored by: TABS
5:30 PM – 7:00 PM	Networking Cocktail Reception Sponsored by: Nielsen

Tuesday, April 14, 2015

7:00 AM – 8:00 AM	Networking Breakfast Sponsored by: AFS Technologies
9:45 AM – 10:05 AM	Networking Coffee Break Sponsored by: Oracle

The exhibits can be found in the Great Lakes 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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Collaborative Marketing to Execute at the Rate of Change

"Predicting Promotional Outcomes In-Store, Online, and Everywhere"

April 12-14, 2015

The Westin Michigan Avenue Chicago, Chicago, IL

Sunday, April 12, 2015

3:00 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

Sponsored by:



Monday, April 13, 2015

7:00 AM - 5:30 PM

Registration

7:00 AM - 8:00 AM

Networking Breakfast

Sponsored by:



8:05 AM - 8:20 AM

Welcome

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

8:20 AM - 9:10 AM

Keynote: Necessities for Success Today and Tomorrow

Presented by: Dale Hagemeyer, Vice President, Gartner Inc.

9:15 AM - 10:05 AM

General Session: Leveraging Analytics to Facilitate Mutual Growth

Moderated by: Doug Bennett, Senior Vice President, Nielsen

Panelists:

Jody Jordan, VP, Pricing Strategy & Operations ConAgra Foods

Karen Randolph, Sr. Customer Development Mgr, Sales Strategy and Custom Analytics, General Mills

Sean Crapps, Director of Sales Finance, Church & Dwight

10:05 AM - 10:25 AM

Networking Coffee Break

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FINANCE

- ◆ How much do I want to **grow**?
- ◆ How much **return** do I want to get from my investment?
- ◆ How much do I want to **spend**?



CATEGORY / BRAND MANAGEMENT

- ◆ How much do I want to **allocate**?
- ◆ **Where** do I want to allocate it?



DEMAND PLANNING

- ◆ How can I best **understand** and **support** the business in executing the promotions in our **supply chain**?

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J. Kevin Bright

*Partner and Global leader Consumer Pricing and Promotions Practice,
McKinsey & Company*

Co-founder and Board Member, Periscope™, a McKinsey Solution

Kevin Bright is Partner in McKinsey & Company's New Jersey office, and the global leader of McKinsey's Consumer Pricing and Promotions Practice. Kevin is also a co-founder and Board Member of Periscope™, a McKinsey Solution. He has been assisting companies across a variety of consumer-facing industries to address pricing, promotions, trade spending and capability-building challenges for almost 20 years, and in this time has served 18 of the Global Top 25 CPG companies. Since joining McKinsey in 2003, Kevin has pioneered many of the Firm's approaches to consumer pricing and promotions strategy and capability building, with particular emphasis on delivering sustainable profit growth. Kevin has served clients extensively on pricing, promotions and trade spending issues across North America, Latin America, Europe and Asia.

Prior to joining McKinsey, Kevin was with The Boston Consulting Group for 6 years, where he co-founded and led its pricing practice. He has authored several articles and book chapters on pricing strategy.

Kevin received a B.A. in Economics and Philosophy from the University of Toronto and an M.B.A. from The Ivey School at the University of Western Ontario. An avid cyclist and skier, Kevin lives with his wife and two daughters in Durango, Colorado.



Pam Brown

Director of Sales Operations for Del Monte Foods International

Pam Brown is the Director of Sales Operations for Del Monte Foods International. Her work in Sales Strategy includes: Sales planning, trade management, trade systems, sales policies & processes, and sales training. She drives solutions and change across the organization based on corporate strategy and with the support of cross functional partnerships. Key successes and projects include the development and release of Del Monte's SAP trade system, "Atlas" Siebel TPM system, developing & deploying a Best in Class Planning national training curriculum, implementing "COMPASS" predictive analytics system & most recently leading a new Sales Training Organization.

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 24 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 (22 years) have a daughter Madelyn (16), son Trevor (11) and a new arrival Lillyanna (17mo). Pam also serves in a broad array of community and industry leadership roles.

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Dale Hagemeyer

Vice President, Gartner Inc.

Dale Hagemeyer is a 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 on various industry advisory boards for trade associations and periodicals.

Mr. Hagemeyer has a total of 28 years in the consumer goods industry including Kraft, PepsiCo, Quaker Oats, and Sunbeam. He also fulfilled an international assignment in Mexico from 1995 to 1996.

He holds an undergraduate degree from the University of Utah and an MBA from the University of Chicago.



Randy Mangum

Director, Strategic Pricing, Giant Eagle

Randy is the Director, Strategic Pricing at Giant Eagle. Prior to Giant Eagle, Randy worked as a Retail Pricing consultant with the SAS Institute for revenue optimization and pricing solutions. Randy also has 14 years of retail pricing experience with BiLo Holdings/Winn-Dixie Stores and Sterling Jewelers.

Outside of work, Randy enjoys spending time with his family, outdoor activities and is an avid Brigham Young University sports fan.



John 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.

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TABS

Contact: David Butcher ; davidbutcher@TABSGroup.com ; 805-783-2999



- 10:30 AM - 11:20 AM** Session A: **The Supply Chain is Changing at Quantum Speed, Are you Ready?**
Presented by: Mark Tarzwell, VP Supply Chain, Ahold, USA
Session B: **Steps to Re-engineer a Trade Management Process**
Presented by: Nick Gitto, Vice President, Customer Marketing & Sales Operations, AdvancePierre Foods
- 11:30 AM - 12:20 PM** Session A: **Going from Zero to \$1 Billion in 6 Months**
Presented by: Tim Carrigan, Vice President of Capabilities, R&B Foods, Inc.
Session B: **CCM Session - Effective Pricing Strategy, and Methodology for Collaborative Marketers**
Presented by: Shelley Fow, Certified Pricing Professional, Director, Customer Communications, Sequoya
- 12:20 PM - 1:30 PM** Networking Lunch
Sponsored by:

- 1:40PM - 2:30 PM** General Session: **Capturing the Benefits from your Trade Investment**
Presented by: David Ganear, Vice President, Strategy&
- 2:35 PM - 3:25 PM** Session A: **Implementing Predictive Analytics to Generate Big Win's for Trading Partners**
Moderated by: Jon Vasatka, EVP of Business Development, T-Pro Solutions
Panelists:
Chuck Scott, Trade Promotion Manager, Ainsworth Pet Nutrition
Paul Ford, Director of Trade Finance, Perfetti Van Melle
Session B: **Holistic Analytics: Engaging Non-Analytics Team Members to Visualize ROI**
Presented by: Arijit Sengupta, CEO and Founder, BeyondCore
- 3:25 PM - 3:45 PM** Networking Coffee Break
Sponsored by

- 3:50 PM - 4:40 PM** General Session: **Drinking Up Consumer Centric Innovation – How Predictive Analytics Driven Account Management Drives Measured Results**
Presented by: Dipu Mukherjee, Director of Innovation & Analytics, Frito-Lay Go-To-Market, Division of PepsiCo
Rahul Bhattacharya, CPG Advanced Analytics Lead, Accenture

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Weetabix



4:40 PM - 5:30 PM

Keynote: **Don't Stand Still - What it Takes to Drive Successful Promotion Programs for Today's Shopper, and How It's Changing**

Presented by: J. Kevin Bright, Partner, Global Leader of McKinsey's Consumer Pricing and Promotion Practice, McKinsey & Company, Inc.

5:30PM - 7:00 PM

Networking Cocktail Reception

Sponsored by



Tuesday, April 14, 2015

7:00 AM - 12:30 PM

Registration

7:00 AM - 8:00 AM

Networking Breakfast

Sponsored by:



8:00 AM - 8:05 AM

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

8:05 AM - 8:55 AM

Keynote: **Collaborative Promotion Optimization – When it's Not About Price**

Presented by: Dr. John L. Stanton, Saint Joseph's University

Panelists:

Randy Mangum, Director, Strategic Pricing, Giant Eagle

Pam Brown, Director Sales Operations, Del Monte

8:55 AM - 9:45 AM

Session A: **How Mobile-Influenced In-Store Sales are Outgrowing E-Commerce**

Presented by: Bryan Leach, CEO and Founder, Ibotta

Session B: **"Tackling the Fundamentals of TPM – Effective Fund Structures, Performance Compliance/Execution, and Payment/Deduction Efficiency"**

Presented by: Gary Singer, Principal Ernst & Young's Consumer Products & Retail Advisory Practice

Mike Griffith, Senior Manager, Ernst & Young's Americas Sales Effectiveness Practice for Consumer Products & Retail

9:45 AM - 10:05 AM

Networking Coffee Break

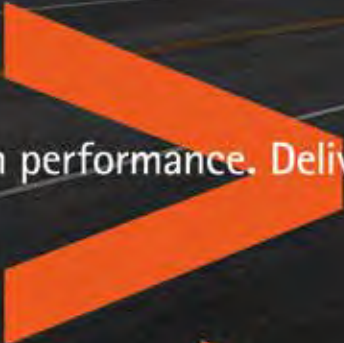
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- 10:10 AM - 11:00 AM** Session A: **Continuously Improving to Perform: Prioritizing Industry Drivers in Changing and Challenging Times**
Moderated by: Michael Gorshe, Partner, CGS & Retail, Accenture
Panelists:
Dave Dempsey, VP, Sales Transformation, PepsiCo Americas Beverage
Chris Timko, Director Retail Development, Topco Associates, LLC
Session B: **Quantifying and Achieving Shopper Marketing ROI - A Case Study**
Presented by: Eric Nordquist, Vice President - Business Development, Analytics, Genpact
- 11:00 AM - 11:45 AM** General Session: **Successfully Integrating Advanced Analytics for Trade Promotion Effectiveness**
Presented by: John Clark, Category Management Leader, Mead Johnson Nutrition
Linda Peel, Director CG, Oracle
- 11:45 AM - 12:30 PM** General Session: **Closing the Omnichannel Loop via Dynamic, Data Driven Mobile Coupons**
Presented by: Jason Lobel, CEO and Founder, SwiftIQ
Brad VanOtterloo, VP of Sales and Marketing, KouponMedia
- 12:30 PM - 12:35 PM** **Closing/Action Items** – Michael Kantor, CEO and Founder Promotion Optimization Institute, LLC

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Accenture Consumer Goods & Services

Our Consumer Goods industry professionals around the world work with companies in the food, beverages, agribusiness, home and personal care, consumer health, fashion and luxury, and tobacco segments. With decades of experience working with the world's most successful companies, we help clients manage scale and complexity, transform global operating models to effectively serve emerging and mature markets, and drive growth through evolving market conditions. We provide end-to-end business services as well as individual consulting, technology and outsourcing projects in the commercial and supply chain areas, enterprise solutions and integrated business services. To read our proprietary industry research and insights, visit www.accenture.com/ConsumerGoods.

For additional information visit: www.accenture.com and www.accenture.com/ConsumerGoods

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kerry.farrell@accenture.com

Adesso Solutions



Adesso Solutions is a leader in delivering Trade Promotion Effectiveness for small and medium sized Consumer Packaged Goods manufacturers. Adesso leverages their long history and deep expertise in the industry plus a unique suite of solutions including an online community for client collaboration. Adesso Solution's all-encompassing TPM (Trade Promotion Management) product on a cloud-based SaaS common platform (.Net), and unique consultative services maximize trade promotion effectiveness for the whole client community.

For more information, visit www.AdessoSolutions.com or call (847) 342-1095 Ext 4010.

AFS Technologies



With 30 years of experience, AFS Technologies (AFS) is a leading global provider of software and services purpose-built for consumer goods companies. We are committed to delivering efficiencies in trade spend, retail execution and the supply chain. More than 1,300 customers of all sizes, across 50 different countries rely on us to deliver innovative and configurable solutions that are proven to optimize their business opportunities with automated processes, improved productivity and rapid time to value.

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For additional information contact:

Donna Boucher

TPM Global Practice Lead

(908) 872-1108

donna.boucher@avata.com



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For additional information contact:

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Director of PR and Events

btaylor@beyondcore.com



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Clarkston Consulting provides management and technology consulting services for life sciences and consumer products/retail companies. Within the consumer products/retail industry we deliver solutions for sales, marketing & trade management, supply chain management, food safety and traceability, and enterprise systems. Clarkston has achieved a 12-year average client satisfaction rate of 97% by continuously pushing for success for our clients, our consultants, and our company. Learn more at www.clarkstonconsulting.com.

For additional information contact:

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Partner, Consumer Products Industry Leader

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srosenstock@clarkstonconsulting.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 and a Rebate Management tool. These cloud-based solutions are built to be easy to use, easy to learn and can be installed in a matter of months.

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For additional information contact:

Rick Pensa

President/CEO

rpensa@CPGToolBox.com

(678) 503-5001 Ext. 301 phone



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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!

For additional information contact:

Mr. Gary L. Black

Sr. Director, Sales & Client Development

6101 Carnegie Blvd., Suite 520

Charlotte, NC 28209

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Eversight, Inc.

Headquartered in Palo Alto, California, and founded in 2013, Eversight provides Offer Innovation software that helps retailers and consumer goods companies dramatically improve promotion effectiveness and make better use of trade spend dollars. Eversight disrupts the \$300B+ world of trade promotions by combining the latest in predictive analytics, cloud software, data science, and behavioral economics. Eversight Cloud™ enables customers to remove the guesswork and risk from trade promotions by micro-testing thousands of unique offers with real shoppers to find the best performing ones. Eversight serves as a strategic partner to some of the largest CPG brands and retailers including Unilever and BIC. Promotions based on Offer Innovation have yielded an unprecedented 20-50 percent improvement in volume sales over traditional promotions.

For more information, visit www.eversightlabs.com.

For additional information contact:

Angee Walls

VP Sales & Business Development

awalls@eversightlabs.com

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Exceedra

Exceedra is a global provider of Integrated Business Planning & Insight solutions to Consumer Goods companies. Our solutions deliver capabilities for clients to simplify commercial, financial and supply chain processes and achieve greater performance in Trade Promotion Management & Optimization, Customer Business Planning, Joint Business Planning and Sales and Operational Planning.

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Since 2009, Exceedra has rapidly expanded with offices in the UK, US and Australia.

For additional information contact:

Richard Nicholas

SVP Sales and Consulting

One Gateway Center, Suite 2600, Newark, New Jersey, 07102

(201) 299 2500 phone

richard.nicholas@exceedra.com



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- People & organizational change
- Risk
- IT risk and assurance

For additional information contact:

Gary Singer

Principal, Ernst & Young's Americas Sales Effectiveness Lead for Consumer Products & Retail

Gary.Singer@ey.com

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For additional information visit: www.genpact.com

Hitachi Consulting



Hitachi Consulting is the global management consulting and IT services business of Hitachi Ltd., a global technology leader and a catalyst of sustainable societal change. Working within their existing processes and focusing on targeted functional challenges, we help our clients respond to dynamic global change with insight and agility. Our unique approach delivers measurable, sustainable business results and a better consulting experience.

For additional information visit: www.genpact.com

For additional information contact:

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dlanham@hitachiconsulting.com

NeoGrid



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For additional information contact:

Eric Blackburn

Consumer Products, North America

55 West Monroe Street

Suite 3590

Chicago, IL 60603

(888) 709 0018

eric.blackburn@neogrid.com



Nielsen

As marketplace success is being judged on increasingly narrower margins, leaders are investing in revenue management capabilities to deliver on profitability goals. Nielsen's Revenue Management and Optimization (RMO) is centered on driving insights into the complete revenue management process. Combining granular market data, powerful analytics, a fully-integrated software suite and deep insights-activation expertise, RMO is helping clients achieve success.

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For more information, contact your Nielsen representative or revenuemanagement@nielsen.com

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Over 110 global brands rely on Orchestro's proprietary demand orchestration platform to seamlessly execute on their omni-channel strategy. With Orchestro's PromoSense, we help consumer goods companies manage their cross-retailer promotions from start to finish – helping define, track, and measure achievement relative to promotional goals – and improve overall promotion efficiency. By monitoring performance on a daily basis, operational adjustments can be made to optimize sales during the promotion. Through our platform, our clients proactively analyze and act on business exceptions to dramatically reduce lost sales opportunity, improve revenue, and enhance service levels.

For additional information contact:

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Periscope™, a McKinsey Solution, offers a suite of insight-driven commercial performance solutions for the consumer goods, retail, wholesale/distribution, manufacturing, chemicals, banking, travel and hospitality industries. Designed to improve commercial performance and manage pricing challenges. Periscope Category Optimization Solutions include Promotion Advisor and Assortment Advisor platforms. Periscope Price & Margin Optimization Solutions include Performance Vision, Market Vision, Price Advisor, and Deal Advisor platforms. All are complemented by Periscope University capability building services. Each solution combines ongoing data management, analytical insights, software tools, and capability-enhancing support that deliver continuing client impact by embedding McKinsey's IP into our client's everyday way of working.

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For additional information contact:

Paul Larson

Industry Principal, Consumer Products

SAP America, Inc.

Paul.larson@sap.com

Sequoya



Sequoia's Consumer Demand Management Platform delivers the insights to predict how consumers will respond to your trade plans, everyday pricing action and includes competitive activity as an influence on your future volume.

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For additional information contact:

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President, Sales & Customer Operations

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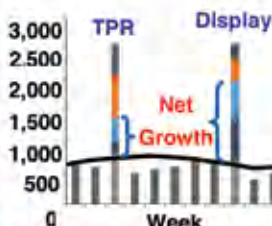
Faced with escalating trade spending and lack of actionable insights, leading companies are struggling to address key strategic issues such as promotion effectiveness, on-shelf availability, category growth, and customer profitability.

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For additional information contact:

Katrina Rothstein

Director

Strategy&

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Katrina.Rothstein@strategy&.pwc.com

T-Pro Solutions Optimizing Promotion Returns

T-Pro Solutions

Optimizing Promotion Return

T-Pro Solutions, with its T-Pro Analytics predictive analytics and post promotion analysis SaaS solution, consolidates the disparate business intelligence silos necessary to maximize the significant CPG trade investment into one scalable and real-time database. T-Pro Analytics provides its clients with accurate “what if” scenario planning capability and post promotion analysis, that is tightly integrated to any TPM solution—ranging from sophisticated solutions to “spreadsheets.” This intelligence allows users to make strategic and tactical adjustments to the overall trade spend, resulting in optimal promotion plans with quantified promotion returns.

For additional information contact:

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President/Founder

T-Pro Solutions, Inc.

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wspencer@t-prosolutions.com



TABS Group

TABS Group is a technology-enabled analytics firm founded by Dr. Kurt Jetta in 1998. Its mission: leverage analytical innovation to simplify and improve the way analytics are conducted in the Consumer Products Industry.

TABS Group's newest analytical platform, TABS Promo Advantage™, focuses on Trade Promotion Measurement, Planning and Optimization. TABS Promo Advantage clients receive quarterly updates of TABS PromoMaster®, a software solution that provides in-depth, but easy to use, analysis and reports of promotional effectiveness. The TABS AccuBase™ model used in the software is the most accurate and extendable model of baseline sales in the industry. It can be used for any retailer that has scanner data, such as specialty outlets like Home Depot. TABS Promo Advantage also includes Account Promotional Planning and Optimization capabilities.

For additional information contact:

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Senior Vice President, Consulting

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mikesurmeian@tabsgroup.com



UpClear

UpClear provides Enterprise Software-as-a-Service to Consumer Goods companies, helping them control and maximize promotion ROI through planning collaboration, workflow efficiency, and analytics.

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For additional information contact:

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CEO

1133 Broadway, Suite 720

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Wipro Promax Analytics Solutions

Wipro Promax Analytics Solutions, a Wipro Group Company, is a world-leading specialist in delivering a combination of Trade Promotion Management and Optimization solutions and services designed to ensure clients achieve the most efficient and effective return on their promotion investment. Promax Advanced Desktop, Promax Advanced "On the Go", Promax Optimize and Promax Insight. WPAS solutions are available in SAAS or On Premise deployment options and Outcome Based Pricing models.

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Doug Bennett

Senior Vice President, Practice Leader – North America, Nielsen

Doug Bennett is currently North American leader for the Sales Effectiveness Practice – an assignment he has held since January 2015. Sales Effectiveness delivers world-class analytic and activation solutions for FMCG customer organizations to maximize product mix, strategic pricing, trade promotion and store execution investments that fuel profitable growth. Mr. Bennett's organization is accountable for value creation to FMCG sales organizations across all client segments in the North American region.

Mr. Bennett has worked with Nielsen for nearly 18 years and most recently led the Marketing ROI, Strategic Pricing and Trade Analytics businesses for 2.5 years. He has also held positions of direct responsibility serving top consumer goods clients including Kraft Foods, Kimberly Clark and General Mills. Mr. Bennett started his career with Accenture implementing enterprise-wide IT solutions for tier I clients.

Mr. Bennett earned a Bachelor of Science degree in Business Administration from Miami University and an MBA from the Kellogg School of Management. He is based in Nielsen's Minneapolis office.



Rahul Bhattacharya

*Principal, Accenture's Advanced Analytics practice,
Global Capability Lead, CPG Analytics*

Rahul Bhattacharya is a Principal in Accenture's Advanced Analytics practice and the Global Capability Lead for CPG Analytics. He is an analytics professional with more than 16 years of experience in providing consulting and leadership for analytical products, solutions, and projects for customers worldwide. He is passionate about driving disruption through analytics, and has spent the last 11+ years working with CPG manufacturers in the application of advanced analytics to pricing, trade promotion, assortment, and merchandizing.



Tim Carrigan

Customer Vice President Business Capabilities, R&B Foods, a Mizkan Group

Tim is an innovative leader known for managing collaborative business relationships with a successful track record of setting a vision and accomplishing sustainable results. Recognized for leveraging a diverse background with proven success in building brands (Coca-Cola/Minute Maid; ConAgra, Smithfield Foods) and providing customer-centric solutions across channels (Grocery, Wholesaler, Mass, Drug, Convenience, Distributor, Club, Dollar/Discount, Deli, Foodservice, Export).

When Tim is not leading sales, category, or trade marketing, sales planning, or utilizing his customer marketing and shopper insights skills, you can find him spending time with family & friends, coaching youth wrestling, exercising, attending sporting events (soccer, lacrosse, football), reading and following world events.



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John Clark

Category Management Lead, Mead Johnson

John Clark has an eclectic background in Category Management leadership, Trade Marketing Development, & Shopper Insight Analytics. He has contributed to various CPG Sales organizations including Mead Johnson, Alberto Culver, and Nielsen. John also is grounded in an educational background in sales training, a high school teacher and mental health professional.



Sean Crapps

Finance and Strategy Professional, Church & Dwight Co., Inc.

Sean Crapps a Finance and Strategy professional is recognized for his outstanding leadership and solution driven mindset through out his career working for various divisions of Kraft Foods prior to joining Church & Dwight in 2013 leading the Sales Finance Organization. Mr. Crapps is currently leading Church & Dwight's Trade Promotion Management implementation initiative among other key strategic initiatives for the organization focused on driving revenue optimization, gross margin expansion and superior in-store retail execution.

He has led high powered cross-functional teams to deliver over \$275 million of incremental revenue through new product platforms and leveraging Kraft's Wall-2-Wall Sales Organization through alternative delivery methods. In addition, he has successfully driven over \$130 million in cost reduction/profit margin improvement through process simplification, budget synergies & strategies, and productivity initiatives.



David Dempsey

VP, Sales Transformation – PepsiCo Americas Beverages

As a 30+ year Pepsi veteran, Dave Dempsey draws on his entrepreneurial spirit and strong strategic and general management skills to advance PepsiCo Americas Beverages as Vice President of Sales Transformation, with a focus on optimizing North American selling operations. Prior to this role, he led PBG's marketing function, overseeing the redesign of its field marketing organization while accelerating brand innovation and execution. From 2000 to 2006, Dave served as V.P. Retail Sales for the Central Business Unit, representing PBG to develop and drive strategies for a channel generating \$1.4 billion in revenue a year. Dave received the Chairman's Award in 2004, PBG's highest prize.

Dave is a graduate of the University of Hartford with a bachelor's degree in marketing. He resides with his wife, Colette, in Rye, New York. Dave is a proud father of four boys and grandfather of one, who reside around the globe.

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Paul Ford

Director, Trade Finance, Perfetti Van Melle

Paul has 12 years of CPG experience with Procter & Gamble, Kellogg, and Perfetti van Melle. His responsibilities have spanned Supply Chain Finance, Financial Planning & Analysis, Corporate Reporting, and, for the latter part of his career, Trade Marketing / Trade Finance. Paul has Trade experience on both the Corporate and Field sides, including responsibility for the development of trade infrastructure to facilitate Kellogg acquisition of the Pringles brand from P&G.

Paul received his undergraduate education from the University of Kentucky in Finance Administration and currently resides in Newport, KY with his beautiful wife and two tireless young children.



Shelley Fow

Shelley Fow, Director of Customer Communications, Sequoya Holdings Inc.

Shelley Fow is the Director of Customer Communications for Sequoya Holdings Inc., a price and promotion optimization solutions provider. Shelley has been with Sequoya Holdings for almost three years and manages all clients directly, as well as conducts all software training. Shelley has 23+ years in the consumer product goods industry in both product management and pricing and promotion analytics for McKee Foods, Scripto, and Plantronics. Shelley earned her Professional Pricing Certification in April of 2008 and has a Bachelor of Science Degree in Business Organizational Management.

Shelley is part of the POI CCM faculty, responsible for the Pricing Module.

Shelley, her husband, and 3 young boys reside in the North Georgia area.



David Ganear

Partner, Digital Business & Technology Practice, Strategy&

David Ganear is a Partner based in the Dallas office aligned to the Digital Business & Technology practice. He specializes in helping organizations drive significant operating income improvement through the development of world-class Trade Promotion Excellence (TPE) capabilities. He has published several TPE-related articles and viewpoints including; *Kicking the Sales Promotion Habit* in *strategy+business* magazine, *Getting Post-Event Analysis Right*, and *A Trade ROI Mindset*. David has developed the Trade Capability Profiler, an innovative tool that allows companies to benchmark their TPE capabilities and estimate potential improvement opportunities.

Prior to joining Strategy& in 2004 as an associate, he worked for IBM and Price-waterhouseCoopers. David earned his Bachelor in Electrical Engineering from Bucknell University and his MBA from Northwestern University's Kellogg School of Management.

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T-Pro Solutions provides consumer packaged goods (CPG) manufacturers with a suite of software applications to more efficiently analyze and manage their Trade Promotion investment in a "Software as a Solution" (SaaS) environment.

Wayne Spencer, President, T-Pro Solutions
wspencer@t-prosolutions.com
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Nicholas Gitto

*Vice President, Customer Marketing & Sales Operations,
AdvancePierre™ Foods*

Nick currently oversees a trade budget exceeding \$100 million dollars, the annual sales planning process and all business analytics functions within AdvancePierre™ Foods. Before joining AdvancePierre™ Foods, Nick was Director Strategic Planning at Farmland Foods where he managed the annual sales planning process and business analytics. Prior to that, he was Director Trade Marketing and Director Sales Western US Markets for Pinnacle Foods. He has held other sales, marketing and finance positions with Colgate Palmolive (Hill's Pet Nutrition Division), Reckitt & Colman and The Quaker Oats Company.

He holds a Masters Certificate in Human Resource Designs and Lean Management from Villanova University, and a B.A. in Communications from William Paterson University. Nick currently resides in the Kansas City Area, has been married for 27 years and has 2 children.



Mike Gorshe

Managing Director, Consumer Goods & Services / Retail Practice, Accenture

Mike is a Managing Director based out of Chicago in Accenture's Consumer Goods & Services / Retail practice. For the past twenty years, Mike has focused on client engagements throughout the world, supporting manufacturers, retailers, wholesalers and food agents in the effective management of business change to optimize consumer satisfaction, channel strategy, collaboration and shareholder value.

Prior to joining Accenture, Mike spent 19 years with The Kroger Co. beginning in store management through division operations and merchandising into Corporate Leadership roles and responsibilities. As Corporate Executive Director of Store Operations, Mike supported 11 operating divisions, representing over 900 retail stores and 200,000 associates.

Mike is a frequent industry speaker through academic, industry trade relations associations, trade publications and conferences.



Mike Griffith

Senior Manager, Advisory Services, Ernst & Young LLP

Mike Griffith is a Senior Manager in the Advisory Services practice of Ernst & Young LLP. He brings with him extensive expertise in strategy, process and organizational design, operations and optimization analytics serving both the Retail and CPG industries. Prior to joining EY, Mike spent over 15 years of his career at Accenture where he worked primarily with global Fortune 500 firms in identifying operational value realization opportunities and driving transformation programs to deliver identified benefits (e.g., incremental sales, volume, and profit) and sustainable capabilities.

As a Management Consultant, Mike has advised over 100 Consumer Product and Retail clients with trade promotion effectiveness, pricing effectiveness marketing effectiveness. Mike's projects often involved managing third party vendors as well as off-shore analytic resources to deliver targeted value. Mike also helped develop market offerings around Trade Promotion Effectiveness (e.g. TPM and TPO) as well as offerings in the Agribusiness industry.

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Jody Jordan

Vice President, Pricing Strategy and Operations, ConAgra Foods

Jody Jordan is the Vice President, Pricing Strategy and Operations at ConAgra Foods where he leads the Pricing/Trade strategy optimization, sales operations, and trade operations. Jody's team works closely with the ConAgra Foods sales and brand organizations to develop and implement pricing and trade strategies that help both ConAgra Foods and retailers win in the market. Jody joined ConAgra Foods in 2004 and has held various positions of increasing responsibility across Category Leadership, Insights and Analytics, and Revenue Growth Management.



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)[™] 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.

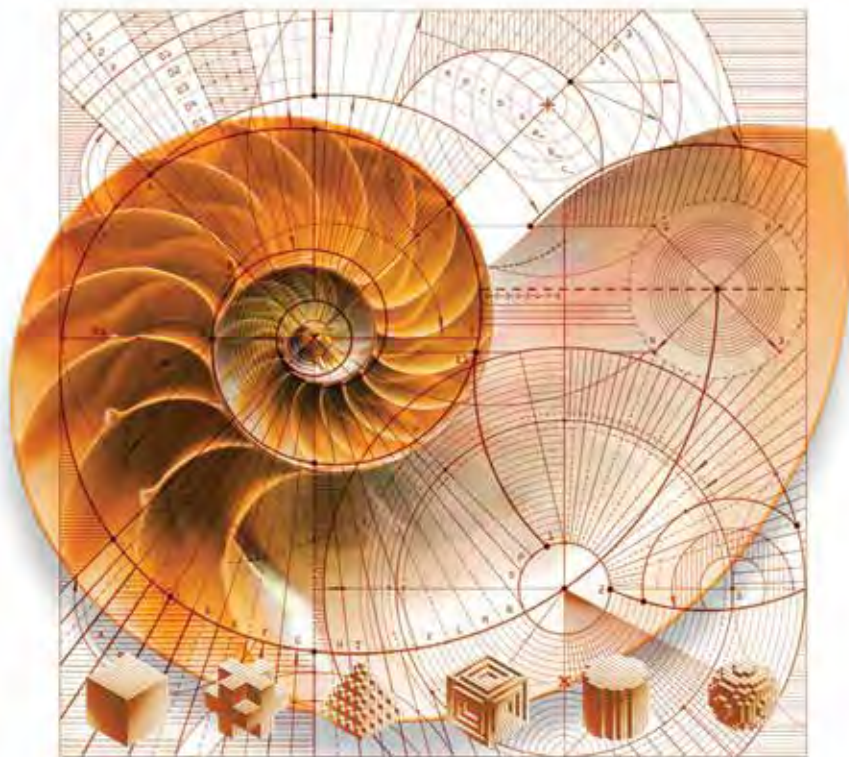


Bryan Leach

Founder, Ibotta

Bryan is the founder of Ibotta, which is one of the 20 most frequently used mobile apps in the US. Ibotta works directly with all 10 of the largest CPG companies and many leading retailers to drive incremental sales.

Prior to Ibotta, Bryan was a partner at a leading law firm and clerked for Justice David Souter at the U.S. Supreme Court. Bryan is a graduate of Harvard, Oxford, and Yale Law School.



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Jason Lobel

CEO and Co-Founder, SwiftIQ

Jason Lobel is the CEO and Co-Founder of SwiftIQ. He is responsible for day-to-day operations, sales and product development strategy. Before founding SwiftIQ in August 2011, Jason spent over 8 years in the financial services industry as a Director of Investment Banking at Duff & Phelps and before that a Vice President at hedge fund Oak Street Capital Management. Jason earned his BBA from the University of Wisconsin-Madison.



Dipu Mukherjee

*Director of Innovation & Analytics, Frito-Lay North America,
Division of PepsiCo*

Dipu is a results oriented leader with the capability to combine technology and analytics with creativity and intelligence for enhancing existing business processes that unlock granular growth and productivity. He is focused on innovation with maniacal emphasis on implementation to deliver solutions that impact the strategic objectives of the company. Dipu is an accomplished professional services leader (MBA, PMP, M.S., Six Sigma Greenbelt) with expertise in Business Application Development on Mobile Platforms, BI & Analytics, TPM and Optimization, Global ERP Implementations, M&A and Program Management.

His growth with PepsiCo has been continuous over 6 years, including his immediate prior role as Sr. Manager Advanced Analytics and Trade CoE, PepsiCo. He is a Ph.D Candidate at Vanderbilt University, Structural Engineering, holds an MBA, and B.S., Civil Engineering from Jadavpur University.



Eric Nordquist

Vice President, Consumer Goods & Retail Analytics practice, Genpact

Eric is a Vice President based out of Chicago in Genpact's Consumer Goods & Retail Analytics practice.

For the past twenty years, Eric has focused on client engagements supporting manufacturers & retailers in the areas of Category Management, Space Optimization, Trade Analytics & Shopper Marketing.

As the son of career Retail Grocery executive, Eric has literally spent his entire life in and around the CPG and Retail industry. Prior to joining Genpact, Eric's career spanned Information Resources, Sequoya Analytics & IBM, as well as an entrepreneurial path having co-founded DigitalAisle, an interactive consumer engagement company & RetailLogic/ROI, a cloud based space optimization company.

Eric has been an industry speaker through trade relations Associations & conferences, client leadership meetings, as well as having been a contributor to trade publications.

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Linda Peel

Value Chain Planning Lead, Oracle

Linda has spent over 25 years in the Consumer Products industry working at and consulting to several leading Consumer Products companies from the shop floor up to leading all of the major functional areas for major manufacturers selling into through multiple channels. Linda has spent over 15 years consulting at the top global consulting firms focused on assisting Consumer Products companies in the areas of Sales, Promotion and Marketing Planning, Sales & Operations Planning, Demand Planning and Supply Operations Planning including integration Financial Budgeting and Targeting. Linda is an industry leader working with Gartner and key Sales and Demand Associations to define core metrics to be used by various go to market Consumer channels. She has assisted organizations select and has personally deployed many of the known Trade Promotion and S&OP solutions.

Linda currently leads the North American Application Solution Group for the Consumer Products Industry for Oracle's Value Chain Planning solutions (Sales, Trade, S&OP, and Advanced Supply Chain Planning). Linda's team assists organizations evaluate their business needs, identify and quantify business value /benefit cases, and collaborate internally to define roadmaps to success.



Karen Randolph

Sr. Development Manager, Sales Strategy, General Mills

Karen Randolph has a strong CPG sales career built at General Mills for over +20 yrs. She has worked in GMI's sales division with increasing levels of responsibilities in sales management, trade marketing, category management, customer supply chain collaboration and account management. She has worked with a variety of customers in retail, wholesale and foodservice channels. She has lead both direct and broker sales teams. Some of her biggest accomplishments have been in the area of building and developing advantaged sales capabilities that deliver mutual growth for GMI and customers. Her most recent role in the organization is Sr. Mgr. Sales Strategy. In this new role her focus is on contributing to the sales division long range plan and overall support for strategic business analytics.



Chuck Scott

Trade Promotion Manager, Ainsworth Pet Nutrition

Chuck Scott is the Trade Promotion Manager with Ainsworth Pet Nutrition (APN) in Meadville, PA. APN is a leading supplier of safe, high quality pet foods. Over the past three years he has been partnering with a new Trade Analytics software company, to develop a post-analysis and predictive modeling software, that has improved the average APN Trade promotion ROI by 16.8%.

He received his bachelor's degree in Communication Arts from Cedarville University, Cedarville, OH.

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Arijit Sengupta

Founder and CEO, BeyondCore

Before founding BeyondCore, Arijit held a variety of technical and management positions at Oracle and Microsoft. Arijit has been granted ten patents in advanced analytics, business process as a service, operational risk, privacy and information security. Arijit has guest lectured at Stanford, spoken at conferences in a dozen countries and was written about in *The World Is Flat 3.0*, *New York Times*, *Forbes*, *Fast Company*, *Harvard Business Review* and *The Economist*. Arijit holds an MBA with distinction from the Harvard Business School and Bachelor degrees with distinction in Computer Science and Economics from Stanford University.



Gary Singer

Principal, Advisory Services, Ernst & Young LLP

Gary Singer is a Principal in the Advisory Services practice of Ernst & Young LLP. Gary is also part of the CPG Commercial Transformation practice where he leads the Sales Effectiveness Offering. Gary focuses on helping Consumer Products and Retail clients grow sales/profitability by developing and implementing improved sales and marketing strategies.

For over 25 years, Gary has developed improved go-to-market strategies for companies in the consumer products industry. His work includes sales process reengineering, retail selling excellence, customer segmentation, marketing mix analysis, trade promotion management, and price/promotion effectiveness.

Prior to joining EY, Gary was a Partner in Accenture's Consumer Goods Management Consulting Practice where he led Accenture's Global Trade Promotion Practice. Gary started his career with Procter & Gamble where he conducted price, promotion, and competitive analysis to drive improved strategies for multi-million dollar brands.



Mark Tarzwell

Vice President, Supply Chain, Ahold USA

An experienced veteran with over 45 years in the food industry, Mark currently serves as a strategic project lead with Ahold USA for perishable initiatives; recently completing the construction and store implementation for fresh packaged meats.

As SVP of Non Perishable Merchandising at Giant, Mark led all Grocery, Dairy, Frozen and GM purchasing, merchandising, promotional advertising, private label brands along with planograms and display execution. He joined Burris Logistics as COO of the Retail Division, then President. Mark's responsibilities included several acquisitions including Honor Foods, and Winer Distribution, before rejoining Ahold in 2011.

Mark has a BA in Organizational Management from Eastern University, is currently studying for his Masters in Food Marketing at Saint Joseph's University, and is a Veteran of the US Navy. He enjoys spending time with his lovely wife Donna, 6 children and grandson. He is active in NEW as a regional Treasurer and board member of the National Frozen and Refrigerated Association.

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Chris Timko

Director Retail Development, National Brands, Topco Associates LLC

A 24 year veteran of the Consumer Packaged Goods Industry, Chris started his career with the Metz Baking Company (now Bimbo Bakeries) followed by the Kellogg Company and has spent the past 2 years with Topco Associates leading the National Brands program. Chris' past roles included leading execution teams, strategy roles in headquarters, leading national/regional/mass account teams, and most recently working side-by-side with the Topco Member-Owners in both sales and retail development functions.

Chris resides in Geneva, IL with his wife Laura of 25 years. They have 3 wonderful sons.



Brad Van Otterloo

Vice President, Client Development and Marketing, Koupon Media

Brad Van Otterloo is the VP of Client Development and Marketing at Koupon Media. Brad has nearly 20 years of experience in client development, client relations, sales and marketing across multiple verticals including Consumer Packaged Goods, Retail, Education and Automotive. Currently at Koupon Media, Brad is responsible for client acquisition, implementation, ongoing support as well as overseeing all marketing and communication initiatives. Previous to Koupon Media, Brad was EVP of Revolution Education, which grew to be the largest provider of test prep materials to high schools students. Before Revolution, Brad managed client relations for Time Warner Cable in Los Angeles and Ford Motor Company in Detroit. He earned his MBA for the University of Southern California and Bachelor's degree from Miami University.



Jon Vasatka

Chairman and CEO of Winston Weber & Associates

Jon has over 27 years of CPG management experience in the area of Sales Operations, Trade Marketing, Strategic Planning, Category Management, Budgeting, Sales and Forecasting. Professional experience includes leadership and management roles at Continental Mills, PepsiCo and Dannon. He also has experience in evaluating and implementing TPM and TPO solutions in his role as VP and Director of Sales Operations.

He is also on the POI Education Advisory Board and worked on the development of the Trade Management module for the Certified Collaborative Marketer curriculum. He is a University of Minnesota alumnus with an MBA in Marketing (CCM)TM Management and completed his undergraduate studies at the University of Minnesota-Morris with a degree in Business and Economics. Jon and his family reside in Seattle.

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Lisa Overman, brand marketing and advertising for Food Lion Supermarkets, is enrolled to become a CCM[™] through the program. "It's very cool," she said.

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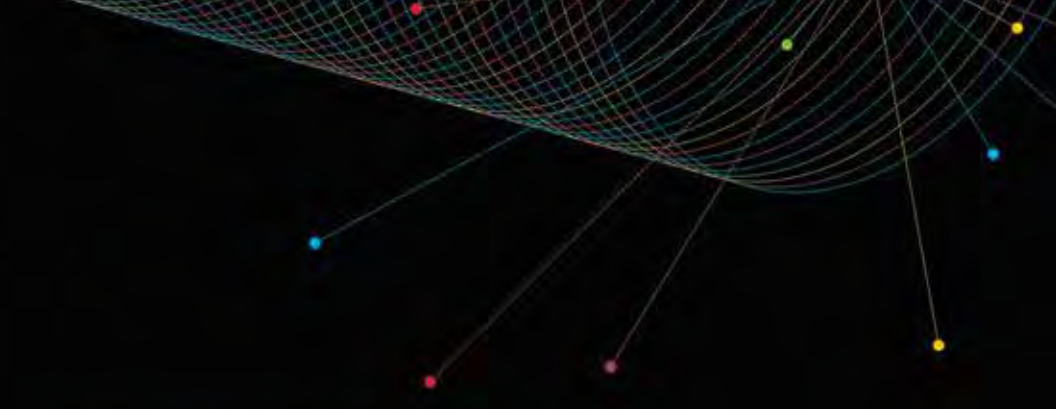
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