Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO Retail Execution Journey





Journey to Becoming an Analytics-Driven Company

Mike Gorshe Managing Director





Why now?

In today's competitive landscape, insight-driven decisions are the key to developing a competitive advantage.

...but robust analytics capabilities are needed just to keep pace.



Journey of an analytics driven company?

- 1. Centers of excellence
- 2. Agile governance offices
- 3. Capability development
- 4. Faster deployment
- 5. Raising the analytics IQ
- 6. Performance measurement
- 7. Innovation agility
- 8. Be recognized in Kantar and Advantage scores
- Have Mike and Dale recognize you in POI Pulse



Meet our panel



Rick Davis
Vice President
Office of Data
Acquisition &
Governance
Kellogg Company



Paul Keller
Sr. Director of
Sales
PepsiCo North
American
Nutrition



John L. Stanton Ph. D.
Professor of Food
Marketing
Saint Joseph's
University

Questions

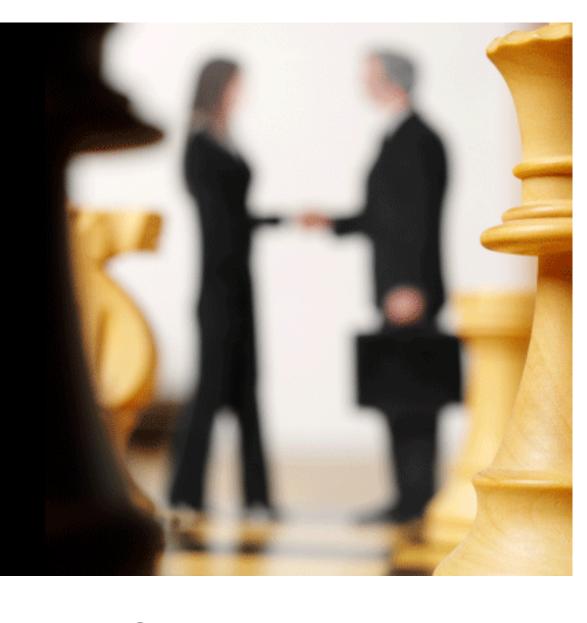
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Questions? DH, Partner, POI