

# Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO  
Retail Execution Journey

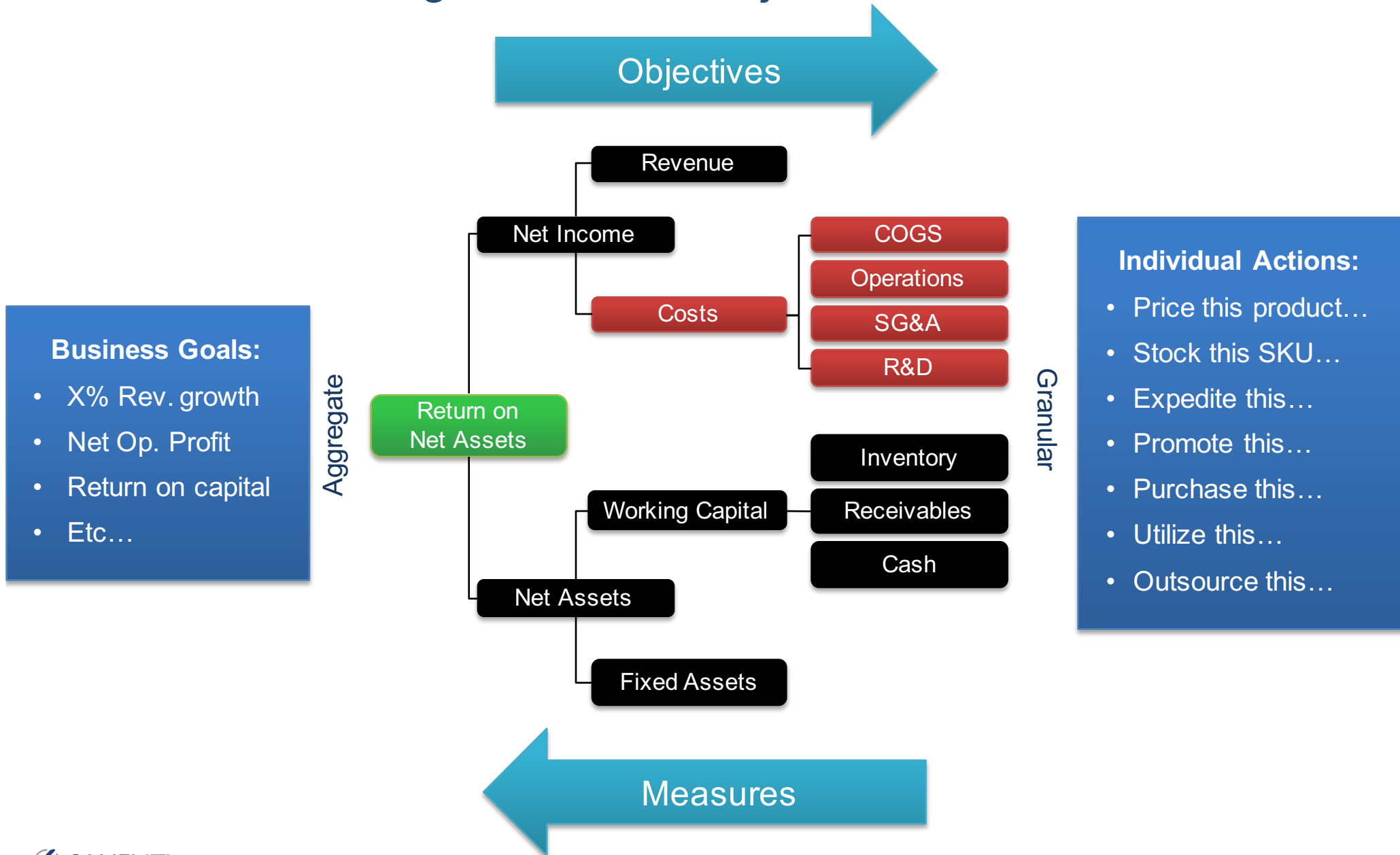


## Improving Decision-Making at the Point of Value Creation

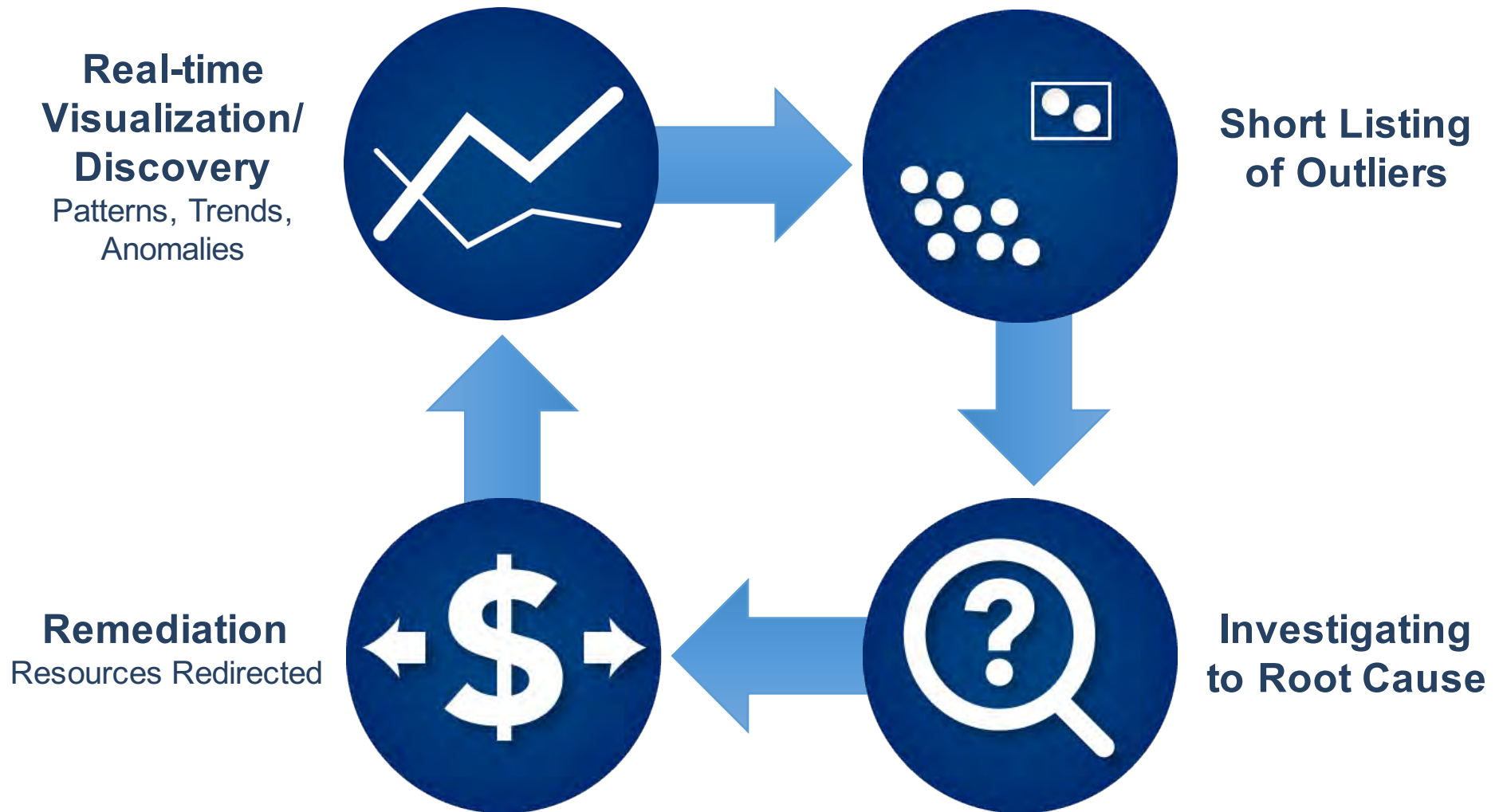


# Measure Value Creation

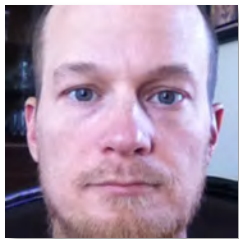
## Align Actions to Objectives



# Practice Continuous Improvement



# Our Panel



Ryan Van Fleet  
Director of Business  
Insights & Planning  
New Belgium Brewing



Mike Woodard  
Demand Planner  
New Belgium Brewing



Jeff Birch  
VP of Finance  
Dr. Pepper Snapple Group



Dan Lust  
Partner  
PINTS LLC