



**Fusing Digital and
Trade Strategies
to Drive
Mutual Growth**

*“Taking your TPM TPO
and Advanced Analytics
Capabilities to the Next Level”*

The Leadership and Innovation it Takes for Effective Collaboration

David Merritt, Pinnacle Foods Corp.

Ray Harrison, Brookshire Grocery Company

Grant Lunde, Unified Grocers, Inc.

***Moderated by:* Chris Timko, Director Retail Development, Topco**

Panelists:



**David Merritt, Sr. Vice President of Sales,
Pinnacle Foods Corp.**



**Ray Harrison, Vice President Center
Store, Brookshire Grocery Company**



**Grant Lunde, Digital Marketing and Shopper
Engagement Retail Marketing Services,
Unified Grocers, Inc.**



Audience:

Q&A