

# COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



**SPRING  
SUMMIT 2018**

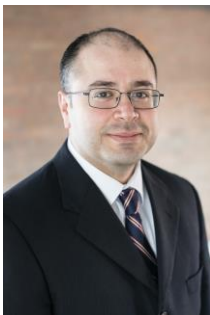
“Winning with TPx, Retail Execution,  
and Advanced Analytics Capabilities  
Across Channels”



## **Achieving Revenue Management Goals Using Enhanced Analytics**



Armin Kakas, Director Revenue Management, Wells Enterprises, Inc.



Gurkan Munsoz, Sr. Director Trade Strategy and Planning, Kellogg Company



Joseph Marseu, Director of Pricing Analytics, Church & Dwight, Co., Inc.