

COLLABORATIVE MARKETING SUCCESS VIA NEXT GENERATION TRADE AND REVENUE OPTIMIZATION!



**SPRING
SUMMIT 2018**

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



Driving Increased ROI and Spend Effectiveness Using Advanced Analytics

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Promotion Optimization Institute • Spring Summit 2018 • Chicago, IL

Driving Increased ROI and Spend Effectiveness Using Advanced Analytics

Moderator:



John Heuer

Former COO Hain Celestial & VP of Strategic Customer Teams at Kraft-Heinz

Panelists:



Scott Johnson

Manager USDF
Business Solutions
Land O' Lakes



Joe Kent

VP of Consumer Brands
InnovAsian



Mike Downey

VP of Strategic Planning
and Commercialization
Snyder's-Lance



Driving Increased ROI and Spend Effectiveness Using Advanced Analytics

Topic Overview:

- **The Need for Change – Why Advanced Analytics?**
- **How Advanced Analytics is Impacting Post-Event Analysis, Planning and Retailer Collaboration**
- **Organizational Change Management**

The panel welcomes questions from the audience. Feel free to ask your question during the discussion by raising your hand, during the reserved Q&A time or email your question to jvasatka@t-prosolutions.com to have the panelists respond.

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