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

## SPRING SUMMIT 2018

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

**POI**
PROMOTION OPTIMIZATION INSTITUTE

**Understanding the Realities when Standardizing Global IT; Including Trade, Data Governance, People, and Processes**

**Mark Shea and Rick Davis**
**Moderated by: Colby Sheridan**

# Introductions

**Mark Shea** has over 32 years of experience in the Consumer Packaged Goods Industry.  He is currently the Director of Global GTM Solutions at PepsiCo where he has been leading the TPx transformation journey for the last 6 years. Prior to this role Mark lead the Kroger Field Sales team for PepsiCo's PBC division. Mark started his career with ConAgra Foods in various Sales and Trade Marketing roles spanning more than 15 years.

**Rick Davis** began his career in the Consumer Products industry with Kellogg's as a Sales Rep in Greenville, Mississippi in 1990. He has held numerous field sales roles, and was eventually promoted into the Kellogg Global Corporate office in 1995 where he worked with IT on a series of technology projects, including the initial designs for TPM and Sales Reporting Systems, and also served in numerous VP level roles over the next 13 years with both regional and global responsibilities. After his retirement from Kellogg's, Rick founded the Davis Development Group in 2018 to provide thought leadership and strategic advisory services to the CPG industry. This newly formed organization is focused on driving improved data, analytics, insights, and process improvements across the demand chain for multiple clients.

# Level Setting

- Organizations want to reduce IT landscape complexities. They want more standardized solutions, with more configuration options and less customization.

- Managing trade promotions is a complex business process. How does today's modern consumer products company reconcile a complex business process with the desire to simplify and standardize?

- Within trade, we also hear often of the desire to build standardized plans and promotions themselves as a construct, then pushing them down/out to the regions & Sales teams. Is this a reality?

- What role does Machine Learning play in enabling a better way to predict outcomes?

- Many companies have tried to rollout global trade management solutions and failed. What can be learned?

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