

# Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your  
Successful TPM-TPO  
Retail Execution Journey

**April 10-12, 2016**

Intercontinental Hotel, Chicago



**Welcome to the Promotion Optimization  
Institute!**

Michael Kantor  
CEO and Founder  
Promotion Optimization Institute



#POIChicago16



# 300 are here at POI to advance by:

**Creating and improving your plans for TPM-TPO retail execution and collaborative marketing**

**Connect & collaborate with industry peers on best practices to achieve profitable growth in challenging times**

**Build capabilities to advance utilization of data, insights, revenue management, on shelf availability and TPx**

**Understand which innovations and leading technologies are having an impact on growth**

**Learning from each other, plus each of the unique case examples presented throughout the next two days**

# POI is leading by example:

**Growing depth and breadth of content: Promotion, Pricing, Revenue Management, S&OP, Analytics, Retail Execution**

**Growing depth and breadth of engagement with companies and functions**

**Growing globally to serve markets with unique needs**

**Maintaining quality, and integrity of services provided**

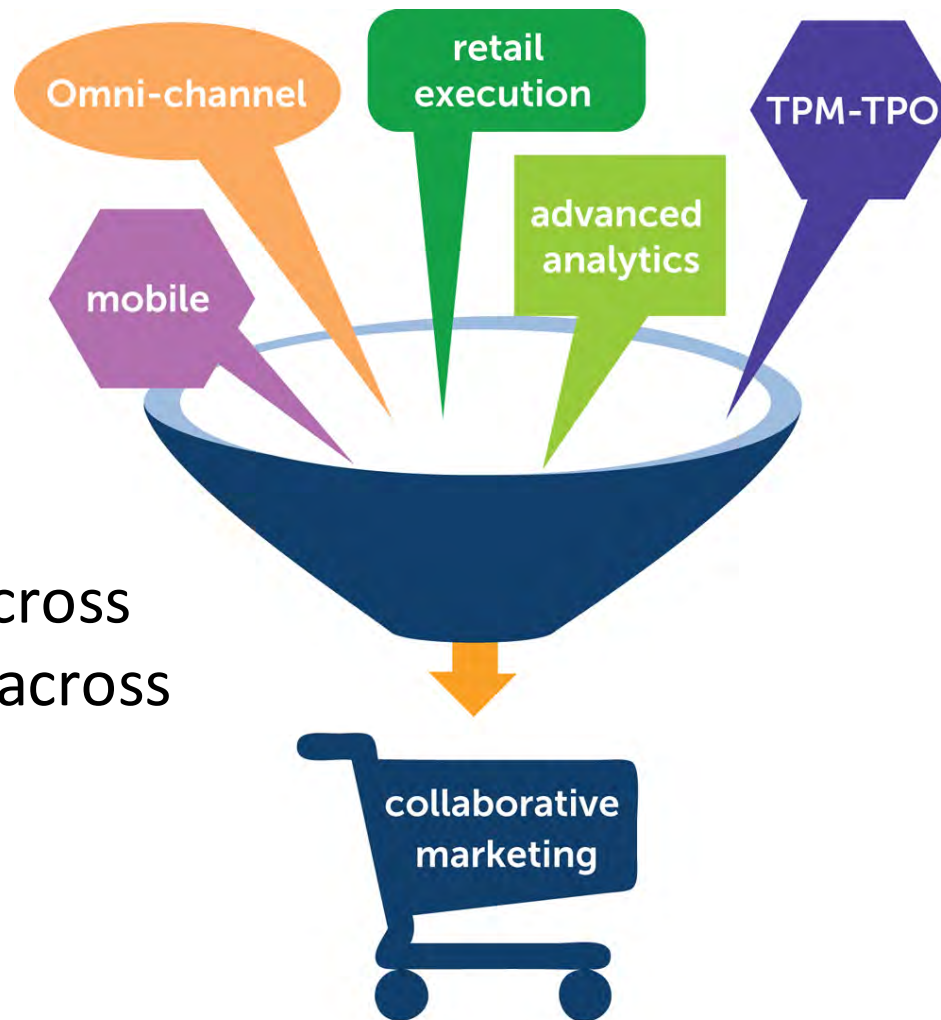
**Growing resources, and member services, including: research, advisory, and best practice education/reports**



# Poster Sessions

- Combined effort with industry, and academia (including Graduates from the Saint Joseph's University Business Intelligence, and Analytics program)
- Demonstrate a business problem or opportunity and how this was addressed using analytics
- Posters will be on display in the exhibit area at the POI meeting, and time during breaks will be given for the corporate/student team to be available to discuss their poster during the conference
- Founding University and Corporate Sponsors for this initiative include:
  - Mike Marzano, Mondelēz
  - Steven Ramage, Rich Products
  - Cameron Korehbandi, Red Bull
  - Dan Woltman, Mondelēz
  - John L. Stanton, PhD, & Ron Klimberg, PhD, Saint Joseph's University.

# Promotion Optimization Institute is growing to serve more manufacturers and retailers



Globally, across  
functions, across  
disciplines

# Certified Collaborative Marketer (CCM)<sup>™</sup>

## CCM Executive Training/Certification

- 90% Online delivery
- Executive Program held at St. Joe's University in Philadelphia, PSU, ASU
- Learn Collaborative Cultures, Skills & Strategies
- Two day live kick-off, 16- week self directed study, 2 day final collaborative workshop event June, 2016
- <http://www.poinstitute.com/certification/certification-ccm.html>



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## Developing the Collaborative Marketing and Leadership Skills Needed Today

**John Stanton**, Professor of Food Marketing, SJU

**Lisa Gibbons**, Sr. Trade Marketing Mgr, Green Mountain Roasters

**Julee Johnson**, Sr. Analyst, Strategic Pricing & Customer Management  
Solutions Team, Starbucks

# Upcoming Events

**POI Global Promotion Optimization Summit**  
Collaborate Globally and Execute Locally  
10-11, May 2016 • Brussels, Belgium



**Big Data Pricing TPO Retail Execution Mobility TPM**



**POI**  
PROMOTION OPTIMIZATION INSTITUTE

**THE POI LATIN AMERICAN SUMMIT**  
Winning with Promotion Optimization in Latin America

Strategies to succeed with TPM, TPO, Sales Effectiveness, and Advanced Analytics

July 19-20, 2016  
Miami Beach



**THE POI RETAIL EXECUTION SUMMIT**  
Gaining Competitive Advantage with Exceptional Retail Execution



SEPTEMBER 26-27, 2016 | ST. LOUIS, MO

**POI**  
PROMOTION OPTIMIZATION INSTITUTE

**Achieving Mutual Growth through Data Centered Collaboration**

Fueled by TPM, TPO, Revenue Management, and Advanced Analytics Capabilities



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PROMOTION OPTIMIZATION INSTITUTE

Summit • Nov 2-4, 2016 • Dallas TX



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# Your TPM-TPO - Retail Execution and Global Collaboration Journey



## POI Research, Events, and Association Membership



## Education and Certification

# Leads to Optimization, Collaboration and Profitable Growth!