

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPM-TPO
Retail Execution Journey



DIANE WEIHE: CONAGRA FOODS

DIRECTOR OF TRADE OPERATIONS



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MISSION POSSIBLE:

BUILDING A TRADE OPERATIONS ORGANIZATION





TODAY'S MISSION

- Why, Diane Weihe?
- ConAgra who?
- Building a Trade Operations team
 - Mission and Commitment
 - Evolution of team's responsibilities / capabilities
 - Trade Operations Partners
 - Evolution of Sales Tools
 - Example of Multiple Project Workplan
 - How This Team Wins!
 - Team Recognition

SYSTEM LOADING

MI: "Your mission should you chose to accept it ... to build a capable team!"

Meet

WHY, DIANE WEIHE?

- Personal:

- Married 35+ years; three children / five grandchildren
- Love: vacations, Harley Davidson motorcycles and water skiing
- MIS degree – University of Nebraska at Omaha

- Work Background:

- Employed by ConAgra 35+ years (initially Armour Food Co.)
 - Participated in 12+ M&A / divestitures
 - 1994 – 1997 SAP ERP OTC Implementation (sunset 30+ applications)
 - 2005 SAP TPM Implementation
 - Numerous TPM enhancements (TPO/PEA)



Ml: "I'm going on vacation. If I tell you where, it wouldn't be a vacation!"

Meet

DIANE WEIHE: POSITION SUMMARY

- Position Summary:
 - Leads/Develop Trade Ops team; Account Planning Owner (Integration of new businesses)
 - Requires broad knowledge base across several functional areas
 - Ability to connect strategic business priorities with process and system strategies/enhancements; influence, lead and direct the design/development of sales tools across a matrix organization
 - Accountable for strategically prioritizing work, providing a competitive advantage in market place; develops understanding of future needs, actively seeks out new tools
 - SAP User Group participant influential in guiding CPG prioritization and development of SAP tool capabilities

Meet

DIANE WEIHE: RESPONSIBILITIES

- Understand enterprise vision and business strategy, translate into future projects; prioritizing and socializing recommended priorities to senior leadership of Sales, Customer Development, IT and Finance (10%)
- Develop a breadth and depth of understanding of cross-functional dependencies and technical knowledge of system processing; research competitive behavior and strategy, participating in CPG SAP User group helping to promote development opportunities (10%)
- Lead and develop RGM Trade Ops team capabilities through effective talent management and ongoing development (10%)



Meet

DIANE WEIHE: RESPONSIBILITIES

- Lead project management end-to-end activities and production support; providing valuable insights to (70%)
 - Enforce Agile project methodology inclusive of: IT, Trade Operations, and business partners
 - Translate strategies into system designs utilizing analytics, benchmarking, and insights to consistently deliver quality business applications
 - Demonstrate new and imaginative ways of design thinking, challenge status quo, drive continuous improvement, and effectively manage change
 - Build high trust relationships and establish credibility to influence behaviors and desired outcomes
 - Manage business involvement throughout process, including President of Sales/Customer Development
 - Develop training curriculum delivery methods; collaborating with Enterprise Learning



CONAGRA WHO?



“WE MAKE THE FOOD YOU LOVE!”

Fortune 500 company, \$16B net sales, 33K employees



- – know us by our consumer brands

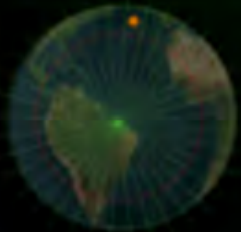
DISTANCE FT.

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SEARCHING GPS

LAT +40.0000000000
LON 89.382537848

CONAGRA TIMELINE

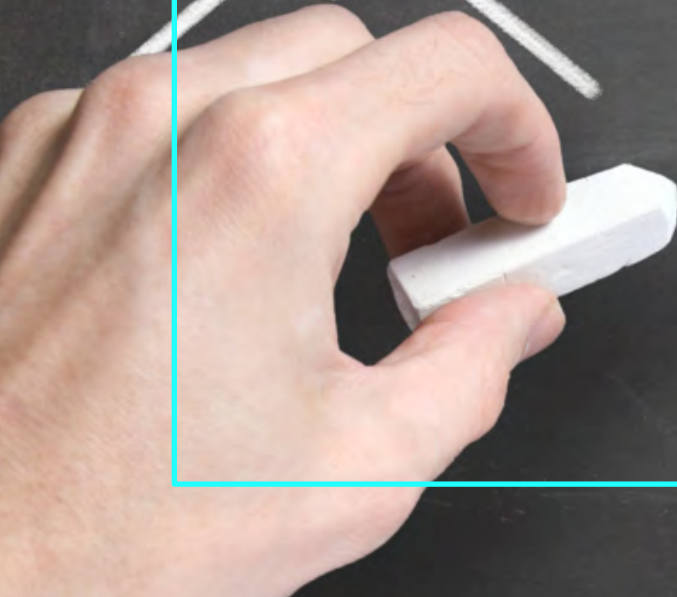


LOCK



BUILDING A TEAM

~~IMPOSSIBLE~~



- **I FEEL THE NEED FOR SPEED!**
 - – whoops wrong Tom Cruise movie!
- **Impossible things are simply those which so far have never been done!**



TRADE OPERATIONS TEAM



- Director, Trade Operations
 - Manager, Trade Operations
 - Sr. Sales Analyst (4)
 - Sales Analyst (1)
- Backgrounds:
 - IT, Excel Guru, Project Mgmt., Trade Mktg., Sales Planning, Finance, Master Data, Supply Chain, Order-to-Cash, Retail Effectiveness, Military / Int'l
- Customer Development / Revenue Growth Management team
 - Sales Operations Team
- Trade Ops team – 155 years

MI: “Should your team mess up; we will disavow all knowledge of your actions!”



TRADE OPERATIONS RECIPE FOR SUCCESS

Our mission:

Design, develop and deliver sales applications and reporting by exceeding the expectations of our internal CUSTOMERS through continuous improvement.

Our commitment:

Supply one consistent, repeatable approach (customizing when necessary) to ensure a positive return on our investment.

MI: "Nothing is impossible if you have the strongest will!"



EVOLUTION OF TEAM RESPONSIBILITIES

Production Support

Auditors of Events

Reporting Design and Delivery

Testing thru Implementation

Project Managers

MI: *“Accomplishing the impossible means only the boss will add it to your regular duties!”*

Meet

TRADE OPS: POSITION SUMMARY

- Responsible for designing, developing and supporting sales applications and reporting tools
- This role represents Field Sales by ensuring existing system technologies are being fully leveraged to optimize sales, while working with cross functional partners to identify new systems or processes to drive continuous improvement.
- This position interacts and collaborates heavily with Field Sales, Customer Development, IT and other support teams through project work and day-to-day production support of trade systems and reporting.



Meet

TRADE OPS: RESPONSIBILITIES

- Serve as liaison between field sales, business and IT determining the best systems solutions to serve the business purpose. (includes gathering business requirements, assessing needs, analyzing gaps and alternatives to develop and automate the most effective and efficient solutions).
- Engage in multiple tasks while simultaneously supporting production systems and reporting.
- Collaborate with teams on long-term project initiatives; may require working across multiple work efforts.
- Work closely with sales teams to identify challenges or opportunities within existing trade processes/systems.
- Professionally drive and challenge teams on needs, assumptions, and expected outcomes through collaboration; working to develop and drive to one consistent process across the organization and minimizing customization.
- Integrate M&A into current system models, developing new capabilities based on business driven decisions.
- Support or lead projects by through life cycle





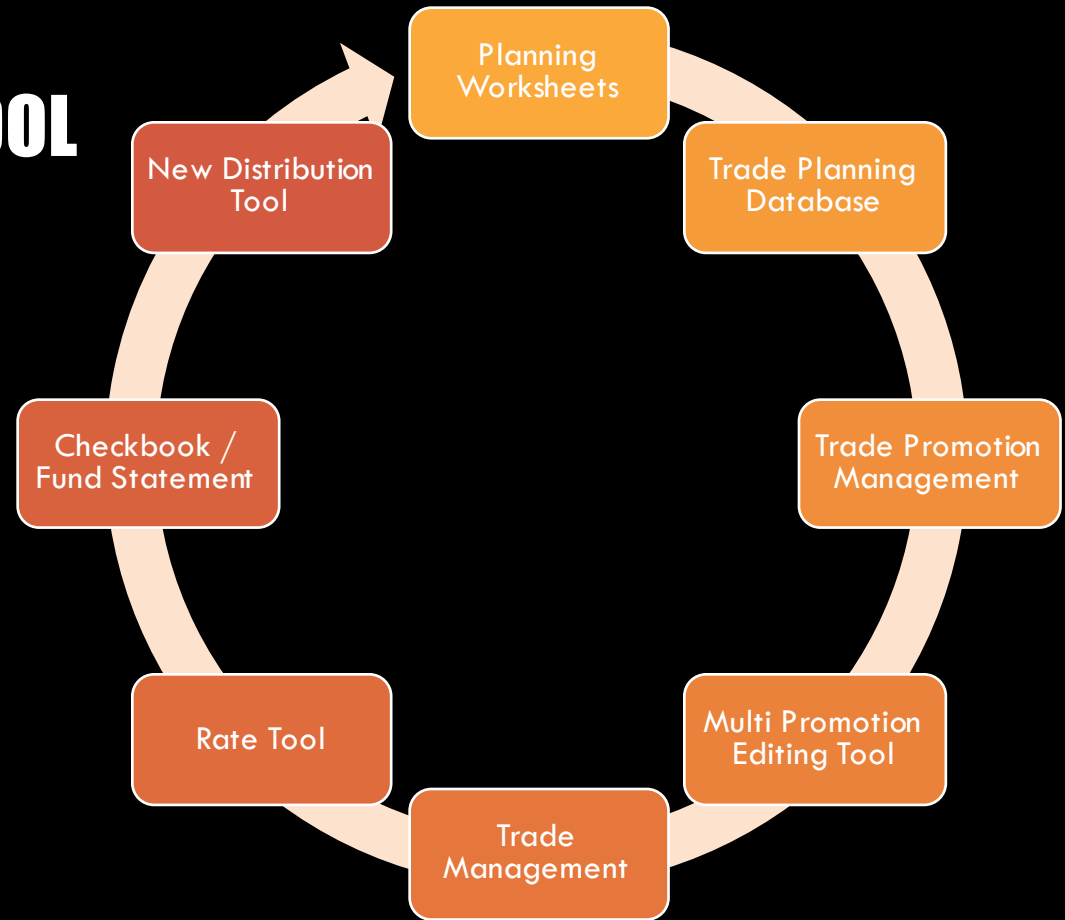
TRADE OPERATIONS PARTNERS

- Information Technology
- Sales Operations / Communications
- Customer Strategy Planning
 - Headquarter / Field
- Pricing Strategy
- Field Sales (Consumer, Int'l ~600)
 - All levels – CBM thru President Sales
 - Broker Network
- Finance (Brand, Sales and Trade)
- Data Governance & Management
- Data Governance & Management
 - Enterprise Learning
 - Demand Planning
- Mergers and Acquisitions Teams
- Customer Meeting & Event Planner
 - Supply Chain

MI: "If you think something is impossible, don't disturb the person who is doing it!"



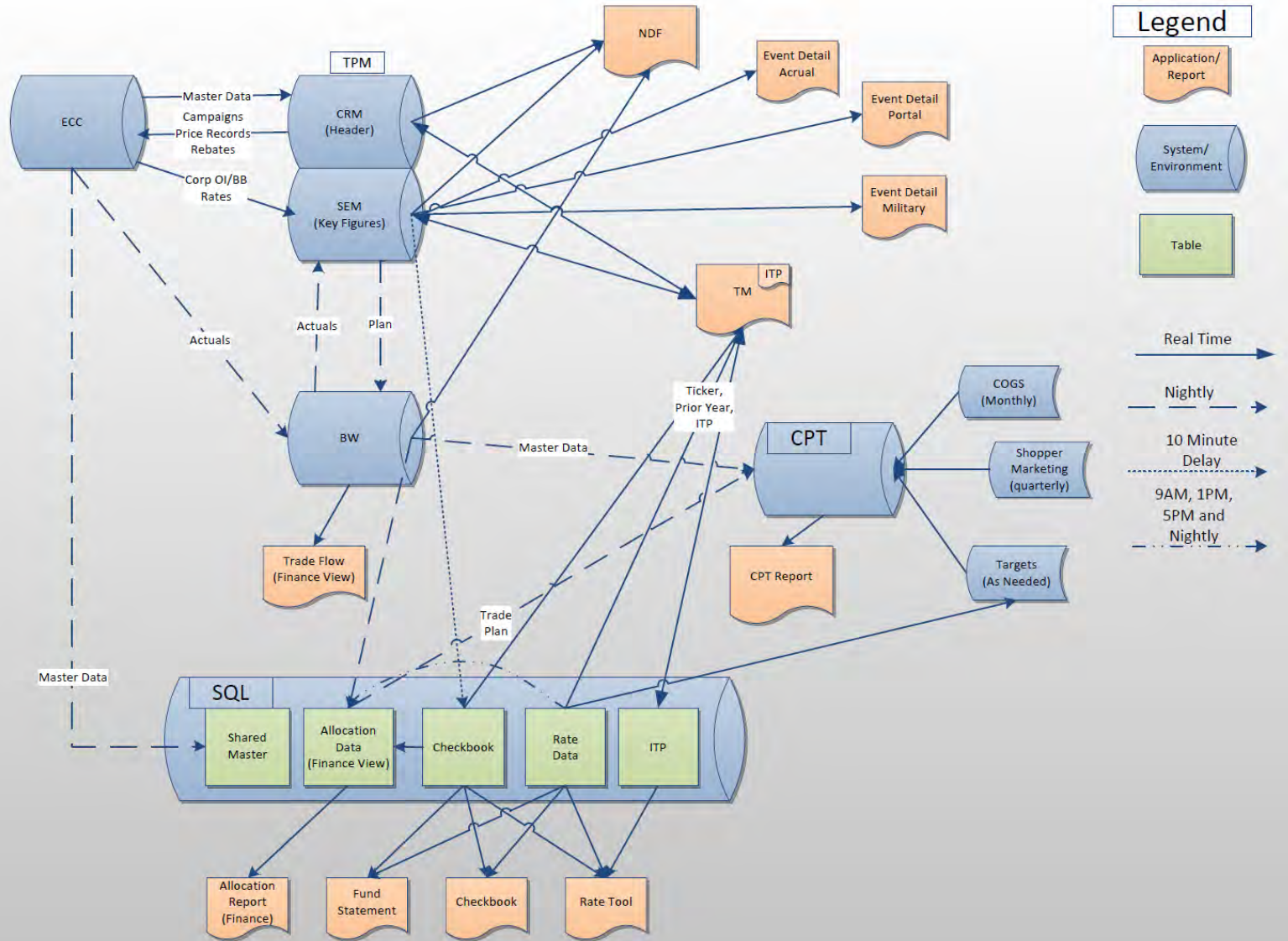
EVOLUTION OF SALES TOOL



MI: “Accomplishing the impossible means only the boss will add it to your regular duties!”



SYSTEM FLOW



EXAMPLE OF MULTIPLE WORKSTREAM PROJECT PLANNING

Enable customer collaboration tools across the enterprise

Simplify Trade Applications and Analytics





HOW THIS TEAM WINS!

- ANNUAL SAVINGS / Acct Manager - 20 hours/week = \$1 Million dollars

- Drive consistency and eliminate redundancy

Have a **VISION**, work two steps ahead, and not throw away previous work efforts or \$'s

Build for competitive advantage to work faster!

- Reduce number of trade events to maintain and increase system performance – **EDLP 42% alone!**
- Eliminate unnecessary downstream activities for Field Sales, Support Teams and CSC





TEAM RECOGNITION

- Simplified Volume Planning
- Mass Copy Process
- Advanced Analytics
- Non-Promoted Plan Redesign
- Functional / System Enhancements
- Redesign Organizational Hierarchies
- Various M&A Workplans
- Sales Force Automation





NOTHING IS IMPOSSIBLE, THE WORD ITSELF SAYS "IM POSSIBLE"

MISSION:

ACCOMPLISHED!

Questions?

SELF DESTRUCTING