

Gaining Competitive Advantage with Exceptional Retail Execution



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The POI Retail Execution Summit Agenda

September 26 -27, 2016 | St Louis, MO



How Data and Technology Provide New Ways to Measure and Transform Retail Execution
Presented by: Mike Marzano Solutions Expert, Retail Execution, Mondelez



Discovering Category Opportunities at Store Level via Image Recognition Technology
Presented by: Muhammad T. Abdullah
Director, Commercial Capabilities, Mexico Business Unit
The Coca-Cola Company



Keynote: What Retailers want Most from their Suppliers to Execute Best at Retail
Presented by: Dr. John L. Stanton
Professor, Saint Joseph's University



Keynote: How Leaders are Closing the Gaps in TPx and Retail Execution Performance
Presented by: Dale Hagemeyer
Partner, Promotion Optimization Institute, LLC



How Empowering Your Latin American Team through Better Processes and Technologies
Drives Measureable Benefits In-Store
Presented by: Javier A Cruz Cardenas
IT Business Liaison, Kimberly-Clark Corporation



Keynote: Serving Shoppers Better: The Industry Paradigm Shift from Category Management
to Shopper-Centric Retailing
Presented by: Winston Weber
Chairman and CEO, Winston Weber & Associates



New and Innovative Ways to Extend Sales Reach While Minimizing Cost-to-serve.
Presented by: Rodolfo Leiton
Commercial Lead, Cargill

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