



**Fusing Digital and
Trade Strategies
to Drive
Mutual Growth**

*“Taking your TPM TPO
and Advanced Analytics
Capabilities to the Next Level”*

Crowd Sourcing and the Evolution of Performance Driven Merchandising


Lena Loo, Sr. Manager Content Marketing, Quri

Michael Marzano, Business Technology Team, Sysco Corp

Milena Trentadue, Director of Canada Sales, Church & Dwight

Moderated by: Dale Hagemeyer, Partner, POI

This discussion is based on the recent POI research and report:



POI
PROMOTION OPTIMIZATION INSTITUTE

Promotion Optimization Institute, LLC

The Evolution of
Crowdsourcing: Rise
of Performance-Driven
Merchandising

Panelists:



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Audience:

Q&A

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