



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

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

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## **Re-Engineering Trade Promotions from a Cost to an Investment - Eight Value Areas for Growth**

**Timothy Coyle, Director of Information and Technology, Mrs. T's Pierogies**

**Timo Wagenblatt, Head of Consumer Industries Product Area, SAP SE**

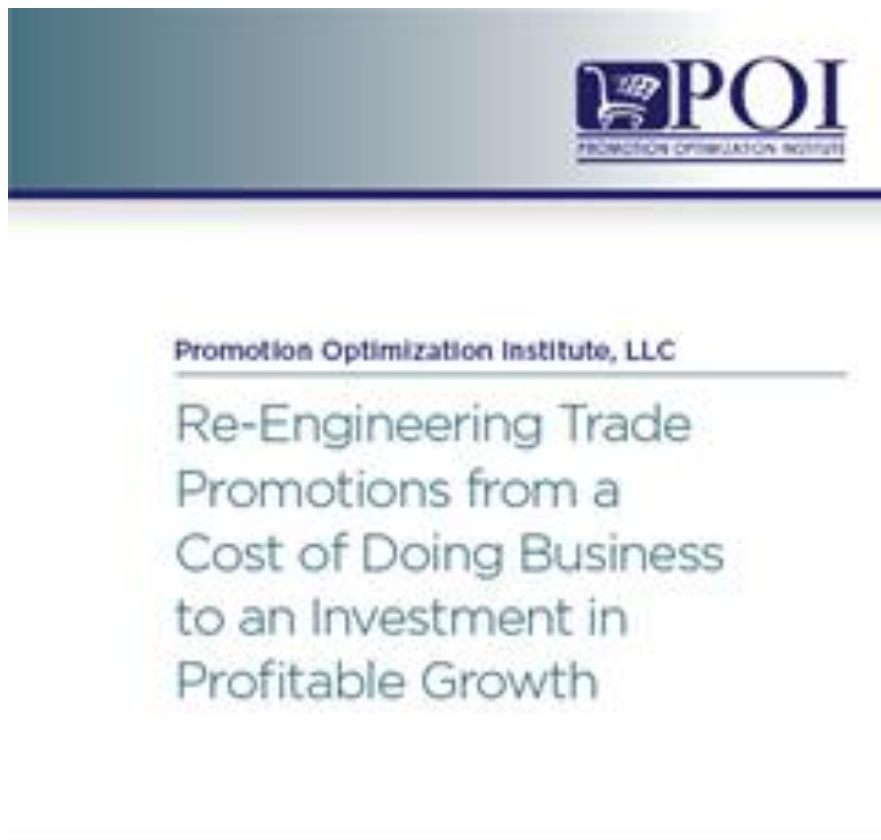
**Jeff Beckett, COO, Retail Velocity**

**Tommy Thomas, Senior Manager Global Development CDO, Colgate-Palmolive Company**

**Steve Harvey, Vice President IT, Dole Foods**

**Moderated by: Dale Hagemeyer, Partner, POI**

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



## Panelists:



Timothy Coyle, Director of Information and Technology, Mrs. T's Pierogies



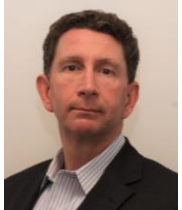
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# Audience:

# Q&A

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