

# POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



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

## Achieving Trading Partner Goals

Taking retail execution to the next level, including:

How to get started when you know your capabilities aren't where they need to be but struggle to get started on the journey.

Interview with: Fabien Legeay, IT Commercial Director Europe AMEA, Bacardi



## Fabien Legeay

After 14 years leading various projects in IT finance and commercial at P&G, Fabien joined Bacardi in Paris in 2013 as head of the commercial systems. Currently in charge of SFA (Sales force Automation), IBP (Integrated Business Planning), and Distributor connect programs, the mission is to leverage people, process, and technology to enable the Bacardi commercial teams on the field and in the headquarters to win in the different markets.

**What was the situation at Bacardi that lead you to launch into this field force automation project?**

**What would you recommend to the audience to keep them from having a similar “failed first attempt”?**

**What was your new approach once you knew what you needed to do?**

**What were the results, both qualitative and quantitative that highlight your success?**

**What did you learn that you can share with these people and that would help you if you were to do another project like this?**

**Audience Q&A**

# Thank You!