



# THE POI NORTHEAST REGIONAL SUMMIT

Achieving Growth Through RGM,  
Retail Execution, eCommerce,  
and Analytics Excellence



## HQ Strategy & Planning to Drive Sales Effectiveness With Retailer Partners



# Driving Sales Effectiveness

Manufacturers & Retailers are looking to benefit from improved capabilities.

They are looking to better optimize customer offers, planning, and trade investments.

Organizations will need to re-organize internally for new work and skillsets & and to drive cross-functional interaction and efficiencies.

Retailers and Manufacturers will need to work together to maintain margins for both parties while increasing promotion effectiveness and ROI.



# Today's Panelists



**Sanj Nandy**  
Associate Director of  
Commercial Analytics  
Global RGM, Johnson &  
Johnson



**Richard Mayers**  
Senior Director Sales  
Technology, Conagra Brands



**James Williams**  
Strategy & Solutions Manager  
Church & Dwight, Inc.

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Customer behavior and the retail landscape is rapidly changing and is driving unprecedented pressures and opportunities for retailers and manufacturers.

In these dynamic times mastering execution is critical, and it **starts with a plan** built around strategic priorities. (Important: Retailer + your own company's)





What is the largest opportunity to drive planning & sales effectiveness with our retailers?





What are the challenges with big data?

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What steps have your companies taken to cleanse, manage, utilize the data?



How is your organization driving insights out of the data to improve planning and retail effectiveness?





What are important organizational changes that need to be implemented to fully transform a siloed organization into an efficient holistic planning enterprise?







Where to you see planning in 5 years?





# Q&A



# Cocktail Hour Homework—

Network and ask other attendees...

1. What are the pain points in your current role?
2. What can be done to move the needle and reduce the pain points?

