



# THE POI NORTHEAST REGIONAL SUMMIT

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



*Why must we act now to improve and enhance skills and capabilities of*

**THE NEXT GENERATION OF  
CPG & RETAIL PROFESSIONAL**





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## THE NEXT GENERATION OF CPG & RETAIL PROFESSIONAL







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We are all seeing  
it happen right  
before our eyes...

Largest Occupational Groups in United States (2016)

Occupational Group	Total Number Employees	Percentage of Workforce	Mean Hourly Wage	Median Hourly Wage
All	140,400,040	100.00%	\$23.86	\$17.81
Office and Administrative Support	22,026,080	15.69%	\$17.91	\$16.37
Sales and Retail	14,536,530	10.35%	\$19.50	\$12.78
Food Preparation and Serving	12,981,720	9.25%	\$11.47	\$10.01
Transportation and Material Moving	9,731,790	6.93%	\$17.34	\$14.78
Production	9,105,650	6.49%	\$17.88	\$15.93

Source: Bureau of Labor Statistics, Department of Labor, Occupational Employment Statistics (OES) Survey, May 2016.



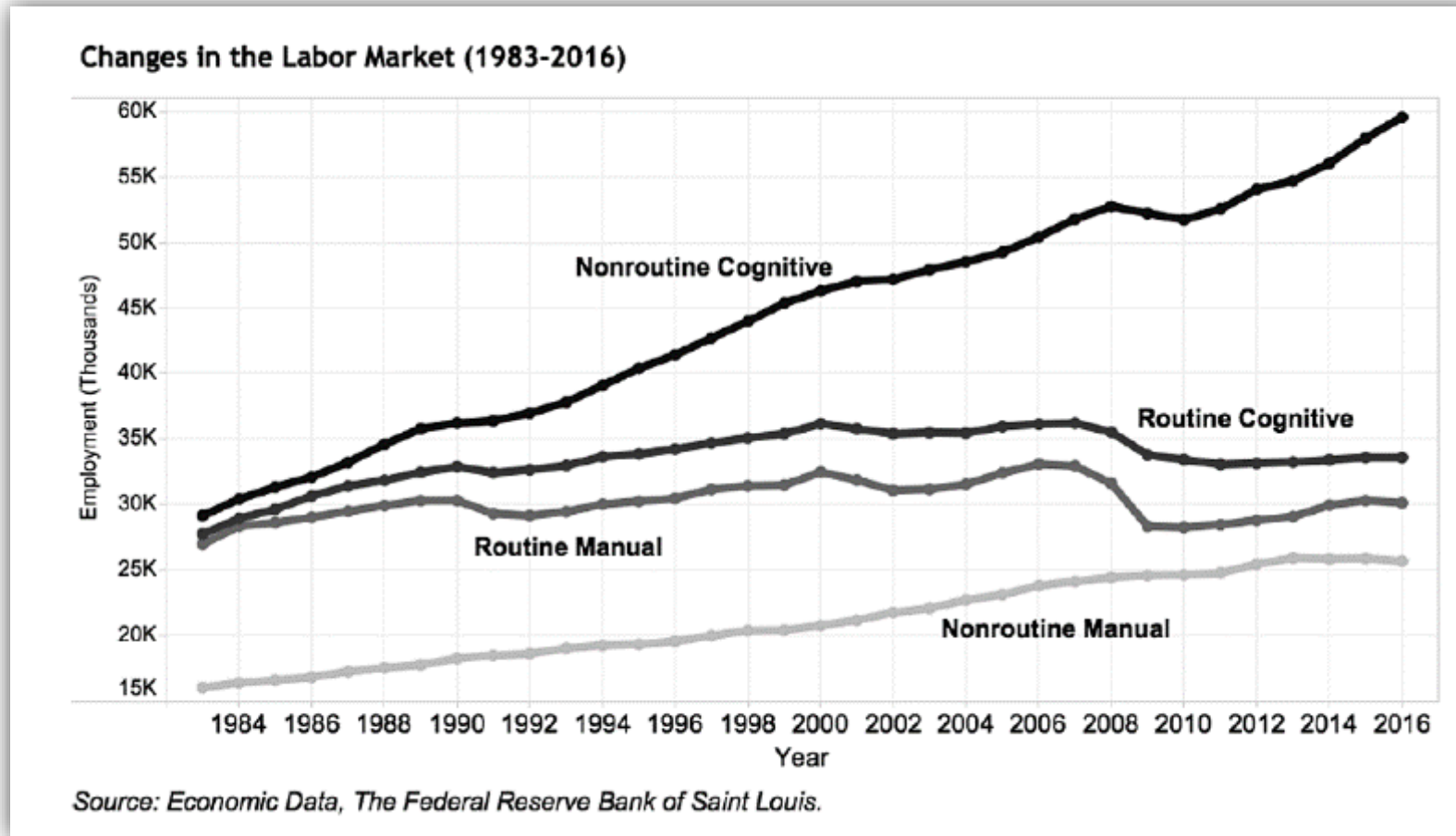
2<sup>nd</sup> Source: **The War on Normal People** by **Andrew Yang** 2020 Democratic presidential candidate – Google Search





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Technology & AI distribution are **REAL** and we are seeing a dramatic paradigm shift (need) for more “Nonroutine Cognitive” labor (skills)



2<sup>nd</sup> Source: **The War on Normal People** by **Andrew Yang** 2020 Democratic presidential candidate

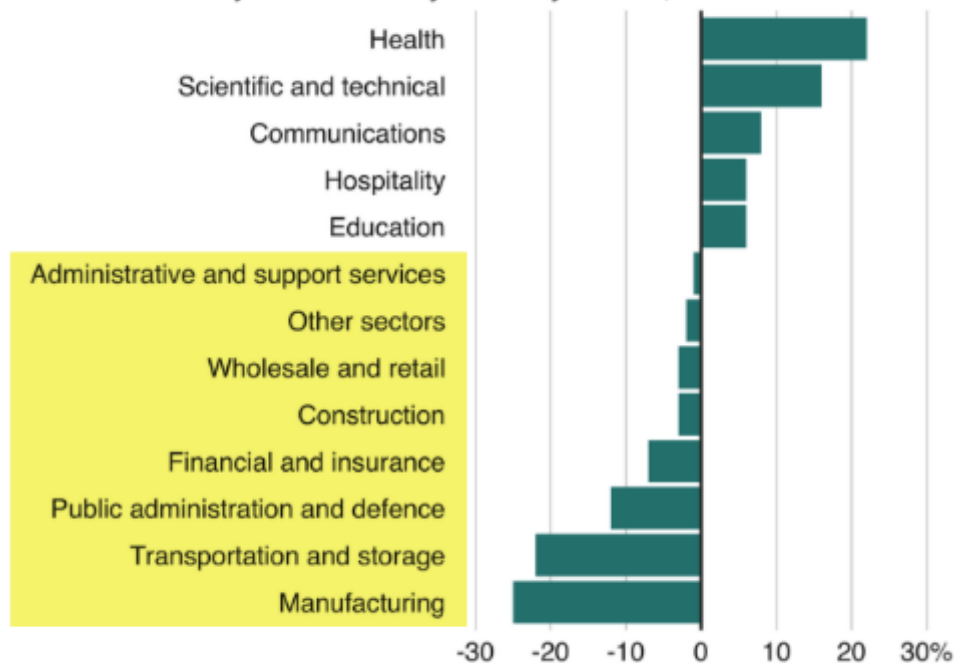




## Good News – Bad News

### How AI could change the job market

Estimated net job creation by industry sector, 2017-2037

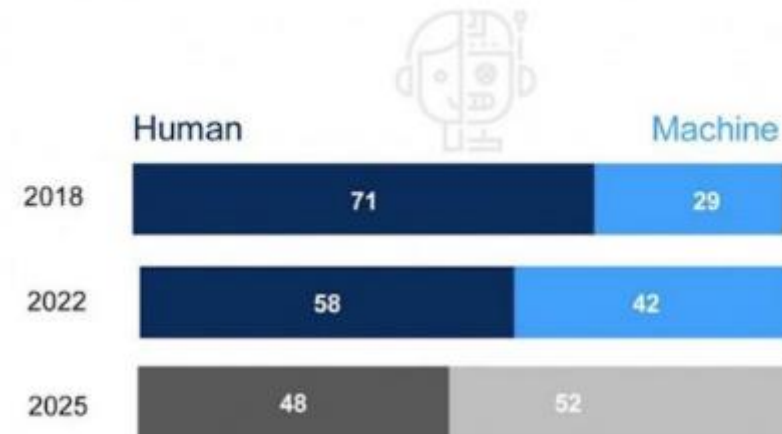


Source: PwC

BBC

### Rate of automation

Division of labour as share of hours spent (%)

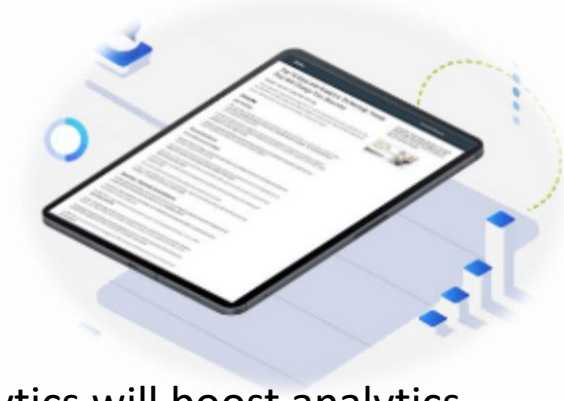


Source: Future of Jobs Report 2018, World Economic Forum





## Top 10 Data and Analytics Technology Trends That Will Change Your Business



### *According to the report:*

- By 2021, natural language processing and conversational analytics will boost analytics and business intelligence adoption from 35% of employees, to over 50%, including new classes of users, particularly front-office workers. (“Citizen Data Science”)
- Through 2022, data management manual tasks will be reduced by 45% through the addition of machine learning and automated service-level management.
- By 2020, 50% of analytical queries will be generated via search, natural language processing or voice, or will be automatically generated.
- By 2023, over 75% of large organizations will hire **artificial intelligence specialists** in behavior forensic, privacy and customer trust to reduce brand and reputation risk.

Source: Gartner Report Top 10 Data and Analytics Technology Trends That Will Change Your Business published 11 April 2019 - ID G00379563







# CHALLENGE: CPG & Retailers will need to build new skills and capabilities for a new era – WE MUST START NOW!

*“Some of the needed skills will already exist among the core workforce. If not, companies should aim to radically reskill employees.”*

With an *‘entrepreneurial mindset,’* employees will take greater control of developing their skills through continuous learning.

Businesses should provide employees easy access to digital learning, experts and learning on the go opportunities.



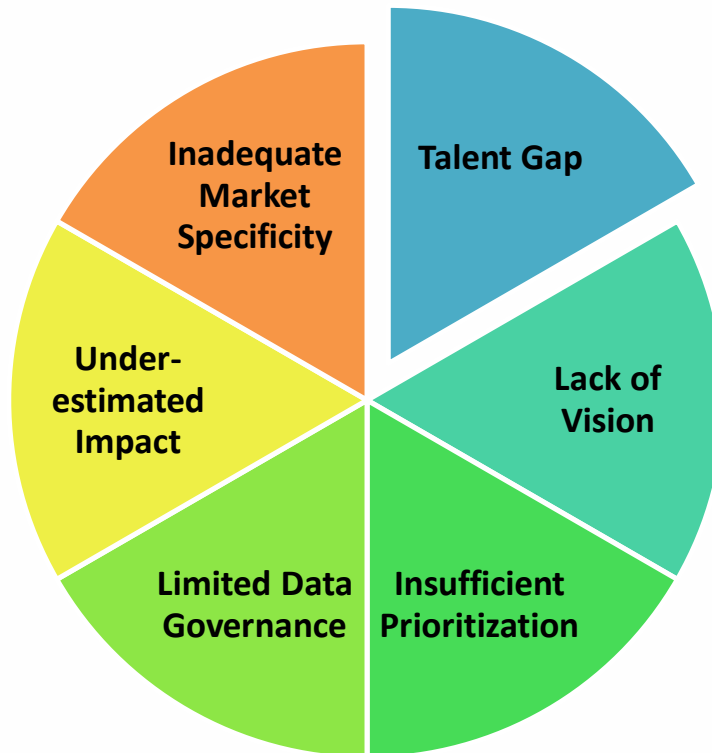
Source: **Pivot to a new workforce for CPG growth - JUNE 25, 2018**

Gerarda Van Kirk, MANAGING DIRECTOR – ACCENTURE CONSULTING, PRODUCTS - Global Function Practice Lead Talent & Organization





## BCG/Google report list 6 distinct roadblocks to effectively scaling up AI and advanced analytics at CPG organizations



### TALENT GAP

Difficulty identifying, recruiting, and retaining the right talent (data scientists, engineers, analysts) leads to an overreliance on outside vendors, which makes it hard to control the execution.

Meanwhile, the organization makes multiple attempts to develop local expertise, but it often lacks critical mass.

Source: BCG & Google Report: Unlocking Growth in CPG with AI and Advanced Analytics **OCTOBER 15, 2018**





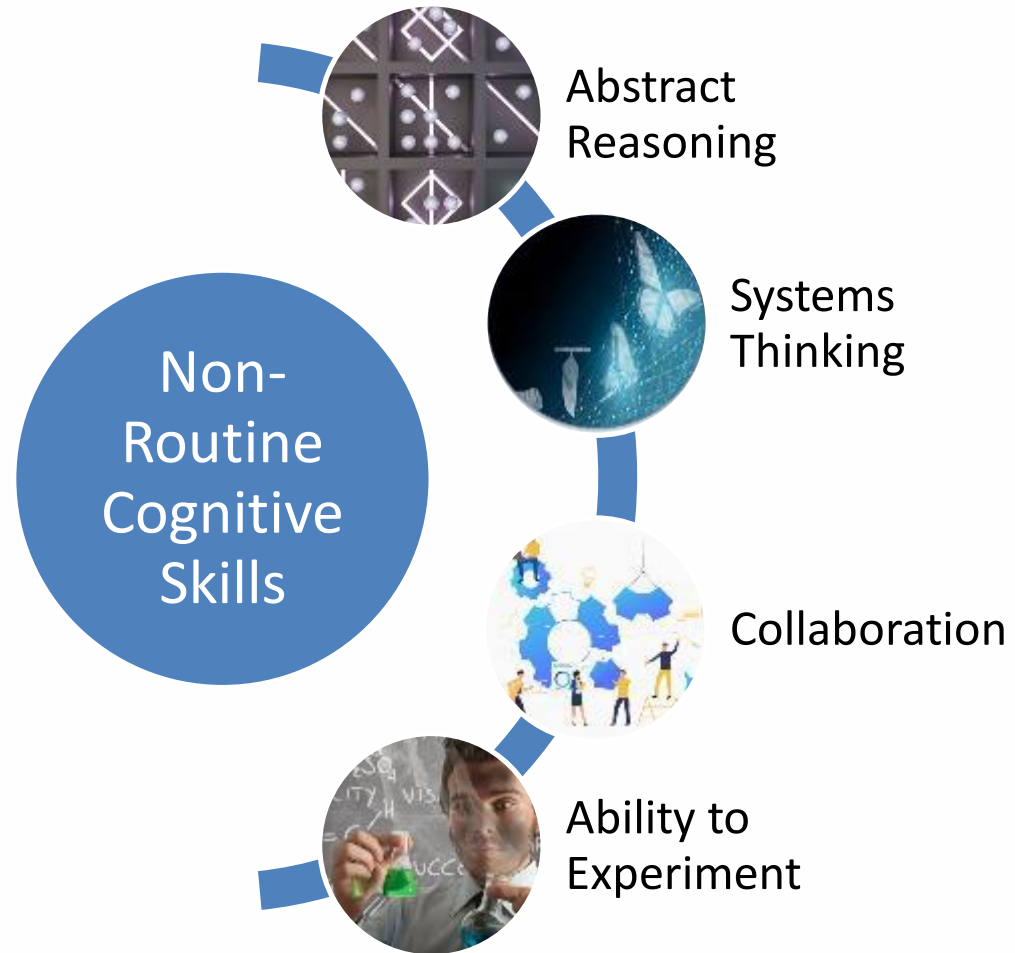


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## Abstract Reasoning: Connecting concepts to facts

Today's Deals

New deals. Every day. Shop our Deal of the Day, Lightning Deals and more daily deals and time-limited sales. See deals you're watching here.

Showing 1-12 of 4124 results

Department

- Amazon Devices
- Automotive & Motorcycles
- Baby
- Baby Clothing
- Beauty
- Books
- Books Clothing
- Business & Finance
- Cell Phones & Accessories
- Clothing & Accessories
- Computers & Accessories
- DIN & Tools

Deal Type

- Deal of the Day
- Lightning Deals
- Deals & Savings
- Coupons
- Prime Early Access Deals

Availability

- Active
- Upcoming
- Expired

Price

- Under \$10
- \$15 - \$50
- \$50 - \$100
- \$100 - \$200
- \$200 and above

Discount

- 10% Off or More
- 25% Off or More

Product Image	Product Name	Price	Deal Type	Rating	Action
	RAIN BOOT	\$29.94 - \$37.96	Deal of the Day	4.5	View Deal
	LAPTOP	\$899.00 - \$2739.00	Save up to 25% on select Microsoft Surface laptops and tablets	4.5	View Deal
	CUSHION	\$25.34 - \$29.74	Upgrade Existing Covered Outdoor Furniture with Premium Quality Soft Cushions	4.4	View Deal
	BLANKET	\$16.99 - \$23.79	Upgrade Existing Airflow Bed Sheet Set - Soft & Cozy Microfiber Blanket	4.6	View Deal
	CABLE	\$16.14	Order 4-Pack USB 3.0 Ultra Slim Data Cables for MacBook, iPad Pro, Apple Watch and Smartwatch by Amazon	4.5	Add to Cart
	EARBUDS	\$29.99	Free & Fast (2-day) delivery	4.5	Add to Cart
	GPS DEVICE	\$19.99	Save 33%	4.5	View Deal
	POWER OUTLET	\$19.99	Save 33%	4.5	View Deal
	BOOTS	\$19.99	Save 33%	4.5	View Deal
	VACUUM	\$19.99	Save 33%	4.5	View Deal
	SCALE	\$19.99	Save 33%	4.5	View Deal
	LIGHT BULB	\$19.99	Save 33%	4.5	View Deal







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VS





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Abstract Reasoning:



Connecting concepts to facts



Systems Thinking: Connecting inputs to outputs





## THE NEXT GENERATION OF CPG & RETAIL PROFESSIONAL

Abstract Reasoning:



Connecting concepts to facts

Systems Thinking:



Connecting inputs to outputs



**Collaboration: Have and share strategy,  
integrated planning**







# THE NEXT GENERATION OF CPG & RETAIL PROFESSIONAL

Abstract Reasoning



Connecting concepts to facts

Systems Thinking:



Connecting inputs to outputs

Collaboration:



Have & share strategy, integrated planning



**Experimentation: Develop Solutions,  
implement solutions**





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Retail Operations  
Sales  
Shopper Insights  
Data Scientist Revenue Growth Management  
Category Management  
Trade Marketing  
Shopper Marketing  
Digital Commerce  
Market Research







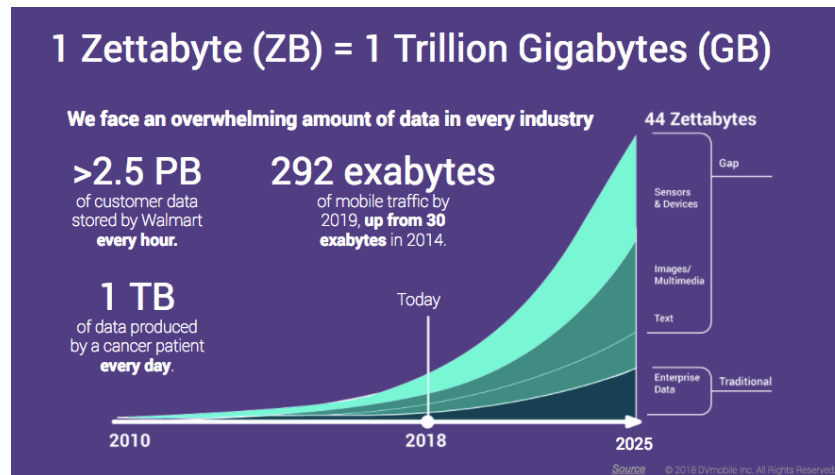
## THE NEXT GENERATION OF CPG & RETAIL PROFESSIONAL

? Market Research ?  
Shopper Marketing  
Category Management  
Trade Analytics ?  
Data Scientist  
? Growth Analytics  
Insights  
Retail Operations Digital  
Commerce





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As the sheer volume of  
data and IoT continues  
to accelerate,

and the way we  
consume, share, and act  
on it evolves...



**CAPABILITY DEVELOPMENT STRATEGIES *also*  
NEED TO BE DYNAMIC AND FLUID**





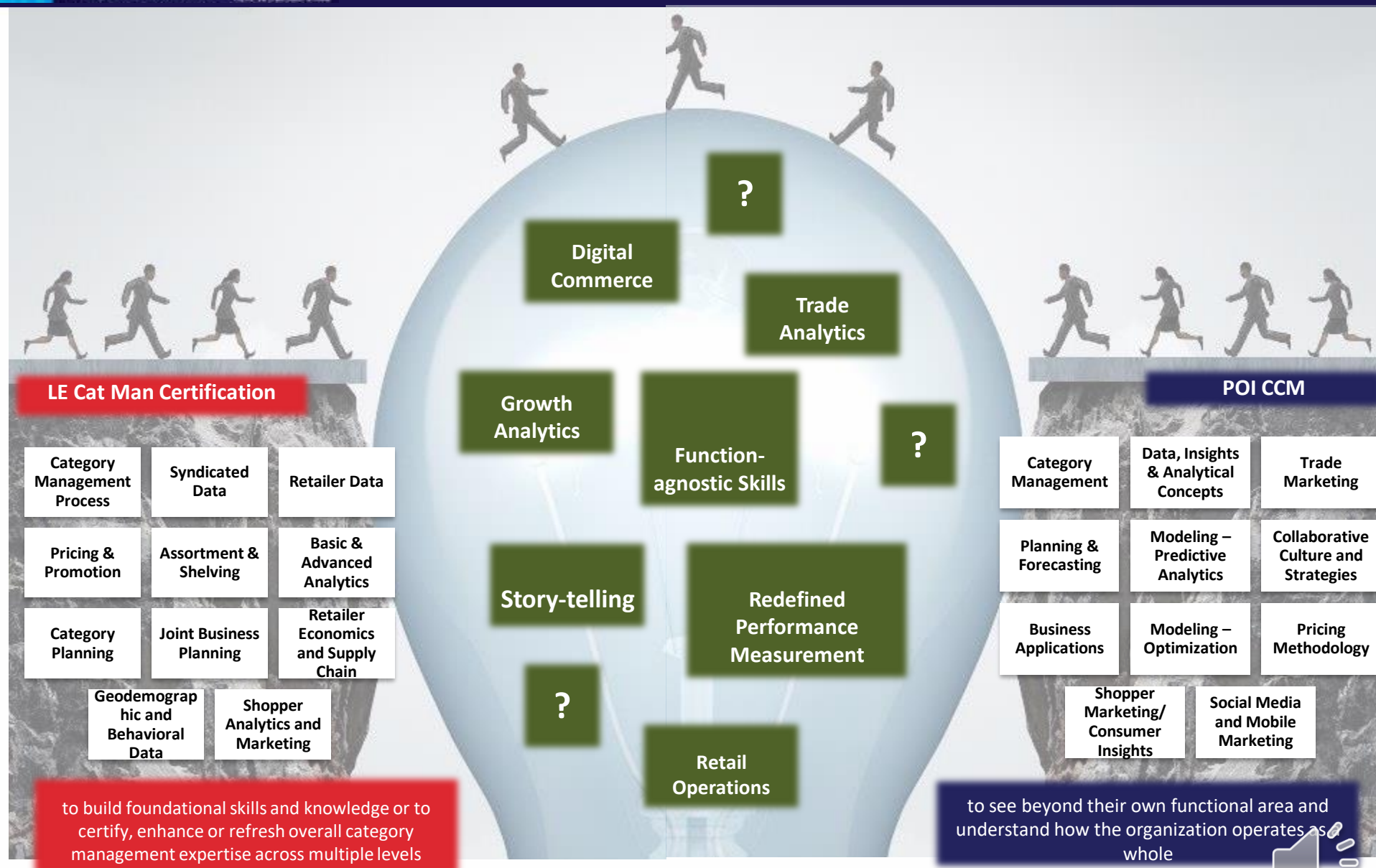
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# HIT THE GROUND RUNNING

- ❖ Start with what works
- ❖ Identify gaps and predict needs
- ❖ Develop SKILLS-QUOTIENT model





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FOUNDING MEMBERS

THIS IS  
**YOUR**  
ABSTRACT  
THINKERS

# LEARNING COALITION

INDUSTRY THOUGHT LEADERS  
COLLABORATIVE TECHNICAL TEAMWORK

MFG  
CAPABILITY  
DEVELOPMENT  
**RETAILER**  
SOLUTION  
PROVIDERS







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JOHN STANTON



## PANEL DISCUSSION





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ALEX EDGER



CHELSEA MANN



## PANELISTS





Please tell us what insights you  
specifically have garnered from your  
experience in the CCM program?

## PANELISTS





From the perspective of a neighborhood retailer, how applicable is the state of advanced analytics and capability gaps we've been discussing?

## PANELISTS







Having been through the  
multifunctional approach of the CCM  
program, what talent gaps do you see  
prevalent in your organization or  
industry?

PANELISTS





...for any of our speakers or panelists

Q&A





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