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The KPI's That Drive Profitable Growth

Your Panelists



Bethany McDonald
Sr. Manager CMI
Analytics, Mars Pet Care



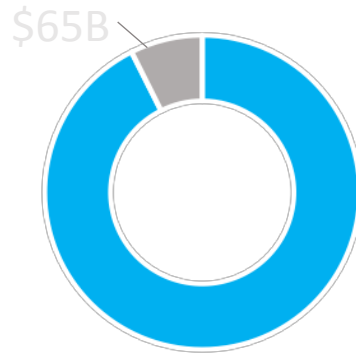
Peter Charette
Senior Manager, Trade
Promotion Management at
Campbell Soup Company

Your Moderator



Paul Morgan
Vice President, Nielsen

878B





HUNTER INSTINCTS

Insatiable

Curious

Willing to Destroy

FARMER TRAPS

Complacent

Repetitive

Protective

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx and Retail Execution Journey



Optimizing Omni-channel Planning for Omni-Channel Customer Experience

The KPI's That Drive Profitable Growth

THANK YOU



Bethany

[bethanybobbitt](#)



Peter

[peter-charette](#)



Paul

[paulmorgan](#)