

# THE POI CHICAGO HYBRID SUMMIT

Adapting Commercial Capabilities to Deliver  
Sales & Revenue Growth, Drive Customer  
Engagement & Optimize the New Consumer Experience.



November 3-5, 2021

Hilton Chicago



# Revenue Growth Management

Empower those  
Closest to the Consumer

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Assortment, Price  
& Trade Promotion Optimization

Demand Forecasting  
& Planning



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## POI Certified Collaborative Marketer (CCM)<sup>™</sup> Education Advisory Board

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Western Michigan University





*Dear POI Hybrid Summit Attendees,*

We are genuinely excited to welcome you to the 11th annual and inaugural Hybrid Promotion Optimization Institute (POI) Fall RGM, TPx, Omni-channel, Execution, and Analytics focused Summit in-person in Chicago, IL and on the POI Proven Virtual platform! Thank you all for making the extraordinary efforts to be here with a purpose and will find new opportunities to advance your commercial capabilities and grow your organization. We will connect in-person for the first time in 2 years (which is remarkable) around our common language and passion – the math, science, and psychology of Consumer Goods and Retail. You'll advance via new relationships plus sales and marketing effectiveness, omnichannel execution, personalization and advanced analytics capabilities for all commerce models in this almost post-Covid reality. This summit's theme recognizes, and addresses, evolving customer experience trends, Revenue Growth Management, TPx, utilizing data, plus innovative processes and solutions highlighted throughout the world-class agenda. The POI Deep Dive ROI Workshops will answer all of your questions, and enable your immediate next great steps towards excellence. At POI, for more than 12 years, our mission and purpose will keep you out ahead of challenges, in-store and on-line, thereby giving members a competitive advantage when serving shoppers/consumers in the marketplace.

The POI Education Advisory Board considers continuing education, research, and advisory with best practices, the top priorities for our organization, and we have constructed this unique program with learning and continuous improvement from keynote to best practice sessions to workshops. We continue to lead by example, and express our gratitude to all POI Faculty, Members, Sponsors, and POI CCM™ Graduates who share their time and talent to speak, engage with questions, or conduct sessions, with excellence and service in mind. It is our desire and sincere hope that you take away solutions from this summit that help you from headquarters strategy through field execution in order to succeed with your trading partners when serving customers anywhere and anytime.

POI was founded on, and continues to lead the way, providing superior education and solid training ground for advancing CPG and Retail Commerce Excellence. We will network as a growing community, and celebrate our honorees of the inaugural POI Lifetimes' Achievement Award! It remains my great honor and privilege to work with Dr. John L. Stanton, Chairman, Food Marketing Department, Saint Joseph's University, Pam Brown (POI Chief Commercial Officer), and the POI Education Advisory Board. Graduates and candidates of the POI Certified Collaborative Marketer (CCM)™ are represented here and throughout retail and consumer goods companies.

POI continues to be a resource, and destination for your RGM, Retail Execution, Promotion, Pricing, Advanced Analytics, Solutions, eCommerce, and Collaborative Marketing journey. You'll experience how we and our Members demonstrate through leading research (please take our current TPx and RE survey), and by the growing POI global community, including the many of you here in-person and virtually who are new to the POI Summit experience.

Please make the time to personally engage with all in attendance, and get to a workshop, while creating new relationships. We appreciate each of you for your support, dedication, continued learning, and choosing to improve and innovate at POI.

Let's enjoy Chicago in-person and F2F on the POI Platform!

***Yours sincerely,***  
***Mike Kantor, Pam Brown***  
***and the entire POI Team • <https://poinstitute.com/>***



The Promotion Optimization Institute  
would like to thank the following sponsors  
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**Hotel Information**

Hilton Chicago  
720 S. Michigan Avenue  
Chicago, IL 60605

**Exhibit Hours**

**Wednesday, November 3, 2021**

6:00 PM – 7:30 PM      Networking Cocktail Reception  
Sponsored by: Kantar

**Thursday, November 4, 2021**

7:00 AM – 7:55 AM      Networking Breakfast  
Sponsored by: Visualfabriq

9:45 AM – 10:15 AM      Networking Coffee Break  
Sponsored by: Spring Global

1:05 PM – 2:05 PM      Networking Lunch  
Sponsored by: Antuit.ai

3:45 PM – 4:15 PM      Networking Coffee Break  
Sponsored by: Vistex

6:00 PM – 7:30 PM      Networking Cocktail Reception  
Sponsored by: Accenture

7:30 PM – 11:00 PM      POI Game Night – Networking  
Sponsored by: Wise Athena

**Friday, November 5, 2021**

7:00 AM – 8:00 AM      Networking Breakfast  
Sponsored by: Exceedra

9:45 AM – 10:15 AM      Networking Coffee Break  
Sponsored by: Repsly

The exhibits can be found in the Continental Foyer/C. Refuel between educational sessions with a beverage, network with peers, and obtain the answers to all of your questions. POI encourages all attendees to use this opportunity to gain additional insights from our sponsors. Stay past the reception, or after dinner for POI Game Night: Corn Hole, Foosball, Air Hockey, and extended bar hours!

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## The POI Chicago Hybrid Summit November 3-5, 2021

Hilton Chicago

### Wednesday, November 3, 2021

**8:30 AM - 12:30 PM**  
*In-person*

POI (Certified Collaborative Marketer (CCM)<sup>™</sup> Education Advisory Board Meeting by Invitation Only

**8:30 AM - 12:00 PM**  
*In-person*

POI CMS Consumer Goods Revenue Growth Management Share Group, Members only, advanced registration required. Contact Michael Kantor, CEO, POI to join the group at [mkantor@p-o-i.org](mailto:mkantor@p-o-i.org)

**3:00 PM - 5:00 PM**

POI Pre-conference Workshop: **Activating past the AI hype. Practical and impactful use cases of AI and Machine Learning to immediately enhance CPG and Retailer Revenue Growth Management Capabilities and Outcomes**

**Facilitated by:** POI and Antuit.ai

**3:00 PM - 7:00 PM**

Registration

**6:00 PM - 7:30 PM**

Welcome Cocktail Reception - A Taste of Chicago

**Sponsored by:**

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### Thursday, November 4, 2021

**7:00 AM - 5:30 PM**

Registration

**7:00 AM - 7:55 AM**

Networking Breakfast

**Sponsored by:**

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Unleash your excellence

**8:35 AM - 8:15 AM**  
*Hybrid*

**Welcome**

Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC  
Pam Brown, CCO and Partner, Promotion Optimization Institute, LLC

**8:15 AM - 8:55 AM**  
*Hybrid*

Keynote: **Retail Transformation 2022: How Leading CPG's and Retailers Move People, Processes, and Systems to the Next Generation of Success with Trading Partners for Mutual Growth**

**Moderated by:** Michael Gorshe, POI Board Member

**Presented by:** Denny Belcastro, VP Industry Affairs & Customer Development, Kimberly Clark

Tom Burkemper, Vice President Merchandising, Save A Lot Stores

Tim Heil, Senior Vice President of Sales: U.S. Food Grocery, Mass, Natural and Ethnic, Utz Brands

Venkatesh G Rao (Venky), Managing Director, NA CG&S Practice Lead, Accenture





# YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE.

## Revenue Growth

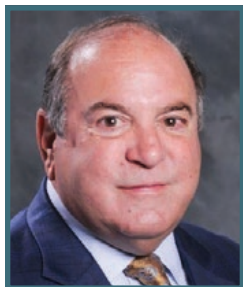
With customers in complete control of their shopping experience, make every moment count. With SAP, you can deliver the perfect store experience through real-time retail activity and trade promotion optimization. Align your front and back office so you can deliver the experience your customers deserve.

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THE BEST RUN







## Denny Belcastro

*VP Industry Affairs and Customer Development, Kimberly Clark*

Denny joined the leadership team at Kimberly Clark in March 2015 as Vice President, Industry Affairs and Customer Development where he is responsible for leading the company's efforts with industry initiatives and business development while building strategic retailer collaborative partnerships.

This past September, NGA honored Denny with their 2021 Distinguished Industry Service Award for his lifetime dedication, commitment, and service to the independent retailer community. In 2020, GMDC recognized Denny with its "Legendary Champions of Change" for his continual leadership within the industry.

Prior, Denny was as SVP, Government Affairs and Industry Collaboration with Hillshire Brands after serving the industry as the EVP, Industry Affairs and Collaboration at the Grocery Manufacturers Association (GMA) where he was responsible for GMA's strategic industry collaboration platforms and key initiatives to best serve the Association's membership. Prior to GMA, spent 35 years with Nabisco and Kraft Foods in various senior HQ sales and trade marketing functions along with field leadership roles where he was responsible for direct store delivery and warehouse business development with focus on customer collaboration and overall business relationships within the industry. Denny began his career in the food industry in 1976 with Standard Brands in Pittsburgh, PA as field sales representative.

Denny and his wife Marsha live in a Chicago suburb and are involved in many community and charitable organizations.



## Tom Burkemper

*Vice President Merchandising, Save A Lot Stores*

Tom's responsibilities include business unit leadership in support of Save A Lot's store merchandising activations across grocery, beverages, & snacks, as well as services businesses. His background includes over 30 years of experience working for leading grocery/wholesale, drug, and convenience retailers as well as manufacturers across industrial, consumer package goods, pharmaceuticals, beverage industries. Tom has held positions in merchandising, brand and shopper marketing, sales, trade and category management, retail and financial analytics, e-commerce, and shopper insights.

A frequently sought-after speaker across many industry associations and conferences, Tom received his PhD from the University of Notre Dame, MBA and MMR degrees from Southern Illinois University, and Bachelor's Degrees from Washington University and Maryville University in St. Louis.

Residing in St. Charles, Missouri with his wife Jill, they enjoy spending time with friends and family including their two children and five grandchildren. Outside of his business and family interests, Tom enjoys health, fitness, writing, music, and developing his residence and farm property in Hermann, Mo.



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## Michael Gorshe

*Managing Director, Accenture CG&S*

Mike Gorshe is a former Managing Director in Accenture's Consumer Products and Food Retailing Practice. In his thirty-year Accenture career, Mike has focused on client engagements throughout the world, supporting manufacturers, retailers, wholesalers and food agents in transformational change to optimize consumer and shopper satisfaction, channel strategy and shareholder value. He was part of the World-Wide Innovation & Value Creation Client Teams for global branding, industry collaboration, market development and lead the new business development practice for the US.

Mike is a founder and charter board member of NEW- Network of Executive Women and continues to serve as an executive advisor. NEW recognized Mike with the annual Bill Grize outstanding industry leadership award. Mike has a deep leadership development commitment and remains actively engaged across relationship building, networking and personal collaboration with a focus on personal coaching and mentoring. He remains a frequent industry speaker and academic lecturer.

Prior to Accenture, Mike developed a strong retail background, having spent previous years with The Kroger Co in store management, division merchandising, and corporate operations leadership roles.



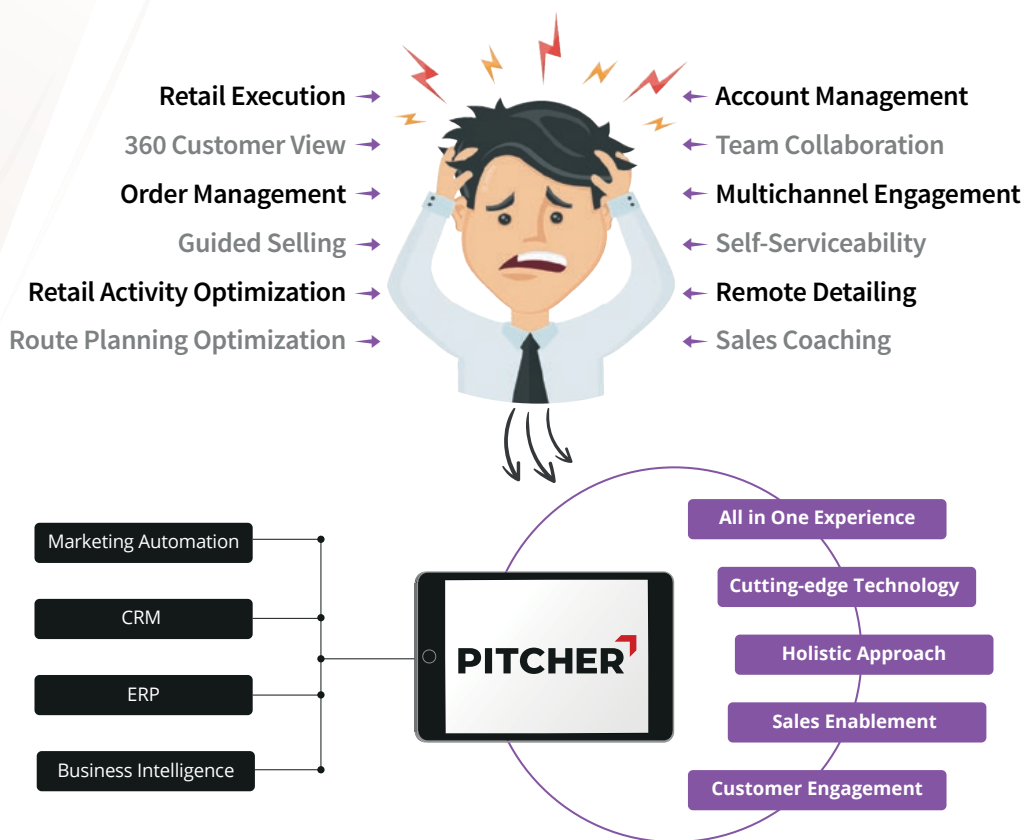
## Tim Heil

*Senior Vice President of Sales - US Food, Grocery, Mass, Natural and Ethnic*

Tim is the Senior Vice President of Sales for Utz Brands. Tim's leads the US Food Customer Selling organization which are focused on Grocery, Mass, Natural and Ethnic Channels across the U.S. Markets. He and his team are focused on sales strategy, customer development and joint growth strategies driving mutual success. His background includes over 30 years of experience across several CPG that include PepsiCo/Frito-Lay, Schwans Brands, Dean Foods and now Utz Quality Foods. He brings a wealth of experience across consumer insights, category leadership, retail analytics and a hybrid GTM approach (DSD/DTW). During his career, he has experience across Customer Leadership, Operations, Category Management and all channels of business. Tim attended Marquette University, focused on Business Administration and Sociology.



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## Venkatesh G Rao

*Managing Director, Industry Lead – Consumer Goods & Services,  
North America, Accenture*

Venkatesh G Rao (Venky), Managing Director, Industry Lead – Consumer Goods & Services, North America, Accenture

Venky has 23 years of experience leading Consulting and Industry digital transformation programs, specializing in technology enabled digital transformation. He has Extensive experience in Consulting leadership roles across Europe and North America. He has held multiple advisory roles to CFO's, CDO's, and CIO's. Advise clients across Consumer Goods and Retail industries.

Venky has served clients: Mondelez, Henkel, Bacardi, PMI, Givaudan, Kraft Heinz, SC Johnson & Sons, Gen Mills, Kellogg's, P&G, etc. Venky previously served as Solution Architect at Hewlett Packard Co. Venky earned an MBA – Fisher College of Business OSU; B.E – University of Mysore. He enjoys time with his wife (Shalini) and two sons (Pranshu 13 and Pratyay 10) in Chicago.



## Andre Romero

*Vice President Revenue Growth Management, Reynolds American, Inc.*

Andre has been in the RGM space over the last 7 years. Currently at Reynolds as the VP of RGM, and previously in similar RGM leadership roles at Campbell Soup Company and Dr Pepper Snapple.

Prior to RGM, Andre spent most of his career in marketing research and analytics, including stints at Nielsen, Dean Foods, and C3Research, the last of which he still currently serves as a Board Member.

He earned his B.S. degree in management engineering from Ateneo de Manila University, his M.B.A. degree from the University of Central Florida, and executive education from the Cox School of Business at SMU and Stanford University Graduate School of Business.

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*For Trade Promotion Excellence group contact*  
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9:00 AM- 9:45 AM

*Hybrid*

General Session: **GROWTH! Next Level Omnichannel RGM Transformational Journey: Aligning Teams, and Commercial Capabilities to Serve Shoppers and Consumers in the New Reality**

**Moderated by:** Leabe Commisso, VP Sales North America, Kantar

**Panelists:** Kelly Rolader, VP Revenue Growth & Development, Bic International

Ryan Kull, Director Trade Optimization, Tyson Foods

9:45 AM- 10:15 AM

Networking Coffee Break

**Sponsored by:**



10:15 AM- 11:00 AM

*Hybrid*

Session A: **How Retail is Viewing the Landscape of the Industry in an “Almost Post-pandemic” World!**

**Presented by:** Mark Hawthorne, Partner, nsight

Ryan Voorhees, Partner, nsight

10:15 AM- 11:00 AM

*In-person*

Session B: **Overcoming your Data Blind Spots - Unlocking the Power of Smart, Effective, Retail Execution**

**Presented by:** Mat Brogie, CEO, Repsly

Justin Glatz, Head of Global IT, VitaCoco

10:15 AM- 11:00 AM

*Virtual*

Session C: (Virtual only): **Leveraging RGM, Data, and Innovation at the Heart of Your Transformation Strategy**

**Presented by:** Maria Cumana, Director of Digital Transformation & Insights, Kellogg's Latin America

Ravi Shankar, Chief Executive Officer, Decision Point

11:00 AM- 11:45 AM

*Hybrid*

Session A: **How Strategic Pricing Enables Competitive Advantage at Scale Globally**

**Presented by:** Aswathy Das, Lead, Global Pricing Capability, GlaxoSmithKline

W. Alexander Barnes, VP, Revenue Growth Management, Antuit.ai

11:00 AM- 11:45 AM

*In-person*

Session B: **On Leadership! Why Change Isn't Transformation and How Leadership Gets it Right for Teams, Trading Partners, and Shoppers**

**Moderated by:** Jeanine Hage, CEO, SBX Solutions, Inc.

**Presented by:** Mark Tarzwell, Chief Operating Officer, Mrs. T's Pierogies  
John L. Stanton, PhD., Chairman, Food Marketing Dept. Saint Joseph's University

11:00 AM- 11:45 AM

*Virtual*

Session C: (Virtual only): **Consumer Products Marketing Transformation: Driving Breakthrough Growth**

**Presented by:** Sunny Neely, Global Solution Director, Consumer Products, SAP

Shady Ghattas, Global Director, Consumer Products Industry Solutions, SAP

11:45 AM - 1:05 PM

*Hybrid*

General Session: **POI Lightning Talk Session: The POI TPx and RetX Panorama Live!**

**Presented by:** 15 Leading Solutions Providers

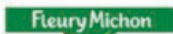


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**Promo Effectiveness &  
Efficiency (ROI)**



**Trade Profitability &  
Profit Pool**



**Price-Pack  
Architecture**



**Portfolio Performance &  
Mix Management**



1:05 PM- 2:05 PM

Networking Lunch

**Sponsored by:**



2:10 PM- 2:55 PM

*Hybrid*

General Session: **A Strategic Approach to Getting the Maximum Benefits from Your Trade Investment Across Channels**

**Moderated by:** Harris Fogel, Global VP, Consumer Products, SAP

**Panelists:** Ted Kedrowski, Vice President, Sales Strategy & Execution, Kimberly-Clark

Angela Johnson, IT Leader, TPM, Kimberly-Clark

Dave Ganear, Partner at Strategy&, part of the PwC network

3:00 PM - 3:45 PM

*Hybrid*

Session A: **How Mondelēz Uses Computer Vision to Excel on Perfect Store Execution and Achieve Growth**

**Presented by:** Pablo Peña, Digital Experience (DX) Lead Latin America, Mondelēz International

3:00 PM - 3:45 PM

*In-person*

Session B: **Measuring the Right KPI's to Execute Against for Growth: The 5 Fundamental Questions That Post-Event Analysis Can Answer**

**Presented by:** Justin Balke, Trade Promotion Manager, Florida's Natural Growers

Shelley Fow, Director, Pre-Sales, Blacksmith Applications

3:00 PM - 3:45 PM

*Virtual*

Session C: (Virtual only): **Revolutionize Trade Spend Management to Accelerate Revenue Growth**

**Presented by:** Michael Young, Global GTM Director, Salesforce for Consumer Goods

Ghufran Iftikhar, Sr. Director, Product Management, Salesforce

Vital Potlatov, Director Digital Transformation Europe, Anheuser-Busch InBev

3:45 PM - 4:15 PM

Networking Coffee Break

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4:15 PM - 5:00 PM

*Hybrid*

Session A: **NRM/RGM in a Global Organization – A Best Practice Case Representing Processes, Economies, Analytics, and Skills to Succeed in the New Reality**

**Presented by:** Deepak Jose, Global Director of Demand Analytics, Mars Evert Verlinden, Founder/CEO StepUp RGM

4:15 PM - 5:00 PM

*In-person*

Session B: **How Coca-Cola FEMSA Transformed Perfect Store Execution for Modern Trade**

**Presented by:** Dessirée Bermúdez, Modern Channel Senior Lead, Coca-Cola FEMSA

Arik Brückner, Chief Revenue Officer, Pitcher



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# ***POI European Hybrid Omnichannel Enterprise Planning Summit***

**9-11 May 2022**  
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4:15 PM - 5:00 PM

*Virtual*

Session C: (Virtual only): **Achieving Fact-Based Contract Programs in Foodservice Channel**

**Presented by:** Aaron Catalanotte, Sales Systems Manager, Foodservice Division, Mondelez International, Inc

Chris Rice, SVP Sales & Customer Management, Americas, Exceedra

5:05 PM - 5:50 PM

*Hybrid*

General Session: **How to Enable your Organization, Tools, and Processes for RGM Success**

**Moderated by:** Bianca Piluso, Vice President of Sales Analytics, NielsenIQ

**Panelists Include:** Tim Barnes, Vice President, Trade Development, Glanbia

Joe Enright, Sr. Director RGM Price Strategy & Mix Mgmt, Kellogg

Randy Mangum, Sr. Director of Pricing and Data Integrity, Fleet Farm Stores

Mark Shea, Director of Sales - Pepsi Beverages North America (Retired)

Networking Cocktail Reception

5:50 PM - 7:30 PM

*Hybrid*

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7:30 PM - 11:00 PM

*In-person*

**POI Game Night and Extended Reception**

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## Friday, November 5, 2021

7:00 AM - 12:00 PM

Registration

7:00 AM - 7:55 AM

Networking Breakfast

**Sponsored by:**



8:00 AM - 8:05 AM

*Hybrid*

**Welcome** – Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC

8:05 AM - 8:35 AM

*Hybrid*

Keynote: **Achieving Revenue Growth Management Excellence**

**Presented by:** Andre Romero, VP Revenue Growth Management, Reynolds American, Inc.



#myRGMdesire

# Leave meetings with **decisions** **taken**, rather than with even more **questions.**

We started Visualfabriq in 2013 with the same desire. Today we are recognized as RGM leader and forerunner in the 2021 POI Enterprise Planning Panorama, receiving 5 'Best-in-Class' distinctions for the third year in a row. Our suite of RGM solutions (with the power of applied AI) allows you to predict, to create scenarios, to know in advance how to get the best RGM results. It is not surprising that the world's largest and smartest CPG companies work with us. So, if you think about Revenue Growth Management, **think Visualfabriq.**







8:40 AM - 9:20 AM

*Hybrid*

General Session: **Understanding the How's and Why's of Taking Price**  
**Moderated by:** Gary Singer, Partner, Integration Management Consulting  
**Panelists:** Curt Balara, Chief Customer Officer, Bel Brands, USA  
Alan Skiles, Global Director of Revenue Management, Brown Forman  
Mark Grohe, Senior Vice President Revenue Management, Conagra

9:20 AM - 9:45 AM

Networking Coffee Break

**Sponsored by:**



9:45 AM - 11:30 AM

*Hybrid*

Session A: **Deep Dive ROI Centered Workshop: How to Drive Efficiencies and Effectiveness via Trade Promotion Management and Optimization.**

**Facilitated by:** Sarah Meyer, POI Affiliate  
Dan Maxwell, President, Visualfabriq

9:45 AM - 11:30 AM

*In-person*

Session B: **Master RGM Principles to Successfully Navigate the post-COVID Reality and Win in the FMCG Marketplace**

**Facilitated by:** Phillip Cottrell, North American Sales Director, Kantar  
April Huspen, North American Pre-Sales Director, Kantar

9:45 AM - 11:30 AM

*Virtual*

Session C: (Virtual only): **Activating Advanced Analytics, Optimization, and Data Management Across the Enterprise**

**Facilitated by:** Penny Boswell, Partner, PwC Strategy&  
Alex Kushnir, Partner, PwC Strategy&

11:30 AM - 11:45 AM

**Closing Remarks, and Next Steps (CCM, POI Research, Advisory, and 2022 Live Summits)** – CCM, POI Research, Advisory, and 2022 Live Summits

Michael Kantor, Founder and Chief Executive Officer, Promotion Optimization Institute, LLC

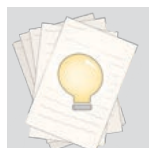
# POI Membership Benefits



## Post-Event On Demand Access

Members have on-demand access to all POI live, hybrid and virtual

summit presentations and recordings, in the member-only portal.



## Access to the POI Membership Only Portal

Access the latest in industry research,

publications and reports.

*EPx\* and RetX Vendor Panoramas will only be accessible through the POI Membership portal. The vendor panoramas provide objective, primary research, strategy, industry benchmarking and thought leadership to support your organizations investigation into new capabilities & solutions and helps your team know what's possible in the EPx and RetX space.*

*POI Summit Presentations will only be accessible through the POI Membership portal.*



## POI CCM Certification Enrollment

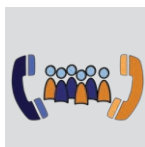
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to use throughout the year. Advance your commercial capabilities in the areas of: Analytics & Optimization, Data Management, Pricing & RGM, Trade Promotion, Ecommerce, Digital and Retail Execution. Also hear peer-set strategies, learn modern approaches, explore vendor capabilities and services, and optimize the perfect store retail experience. Each summit is valued at \$1,995.



## POI Manufacturer Connect

Quarterly manufacturer call connecting CPG industry peers. Attendees

value the POI forum to ask questions, group share, expand thought leadership, and carry ideas and strategy back to their organizations. Manufacturer connect calls are exclusive to POI members.

\*EPx = Enterprise Planning, which includes TPx (TPM, TPO, ROI), RGM, Headquarter Planning, IBP Food Services etc.

## Experience the Value of Your Organization. Become a POI Member!

<https://poinstitute.com/membership>



## Accenture



Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world's largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 394,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

For additional information visit: [www.accenture.com](http://www.accenture.com)



## antuit.ai



Serving Fortune 1000 companies globally, antuit.ai – part of Zebra Technologies – is rethinking the way retail and consumer products companies use AI to solve real business problems. Antuit.ai offers solutions that inform the most important business decisions, from supply chain to merchandising to marketing, empowering world-class retailers, and consumer products companies to digitally transform their businesses to achieve substantial business results.

For additional information visit [www.antuit.ai](http://www.antuit.ai).

## Blacksmith Applications



Blacksmith Applications helps more than 300 CPG organizations harmonize sales and marketing data, delivering on-demand analytics and optimized promotions. In addition to our market leading TPM and TPO solutions, TABS Analytics and Decision Insight are now part of the Blacksmith family, making our insights driven solution set more comprehensive than ever.

For additional information contact:

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Vice President, Sales

[dan.scheunemann@blacksmithapplications.com](mailto:dan.scheunemann@blacksmithapplications.com)

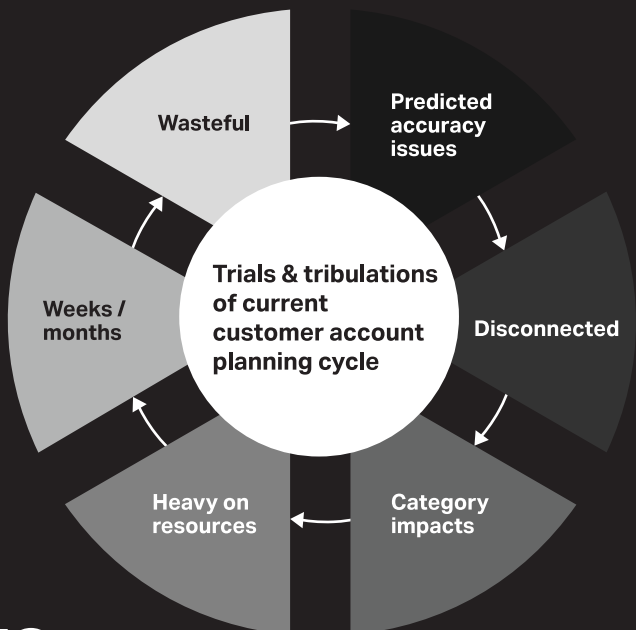
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Cornerstone Capabilities, a NielsenIQ company, is a leading SaaS-based provider of end-to-end revenue management optimization solutions for consumer packaged goods (CPG) clients.

Utilizing models and easy-to-use dashboards, Cornerstone's platform is powered by its proprietary, AI-based Curve software that finds optimal regular and promotion prices to maximize profit for both manufacturers and retailers.



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# THE CERTIFIED COLLABORATIVE MARKETER (CCM)<sup>™</sup> CREDENTIAL



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Sign up for the November 2-8,  
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Retailers and CPG executives who want to become proficient in collaborating with each other on business planning will have an opportunity now to become a Certified Collaborative Marketer (CCM)<sup>™</sup>. The next orientation begins December 15-16, 2021, as the Promotion Optimization Institute (POI), in collaboration with Dr. John L. Stanton at St. Joseph's University, Philadelphia, offers an accredited educational program leading to a certificate as a Certified Collaborative Marketer (CCM)<sup>™</sup>.

The program starts as a 1½-day session at the University, followed by an online portion, and culminating in a return to the University for a three-day collaborative business planning exercise.

Lisa Overman, brand marketing and advertising for Food Lion Supermarkets, is enrolled to become a CCM<sup>™</sup> through the program. "It's very cool," she said.

The program costs \$4,995 with a 10% discount for POI members. Certain sessions from industry conferences will count towards the certificate.

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We have served global brands such as Coca-Cola, Kellogg's, Ford, and P&G over the past 10 years, across markets in North America, Latin America, Europe and Asia Pacific to lead their analytics transformation journey in revenue growth management.

*For additional information contact:*

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CEO

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(958) 272-1400

*For additional information visit [www.decisionpoint.in](http://www.decisionpoint.in)*



EXCEEDRA

by

TELUS

### Exceedra

For more than 35 years, Exceedra by TELUS has been serving consumer goods companies with software solutions developed specifically to meet the needs of this industry. As the largest pure play software provider, we equip our customers with smarter sales and distribution capabilities that improve agility, optimize efficiency, and enable better decisions in order to increase profitability. With Exceedra by TELUS, you know you are partnering with a trusted industry expert who understands your business and is committed to continuously creating value for your company.

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SVP Sales & Customer Management, Americas

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(813) 804 7777

*For additional information visit [www.exceedra.com](http://www.exceedra.com)*



Integration

### Integration Management Consulting

Integration is a strategy and management consultancy focused on implementable solutions that leverage organizations, teams and individuals to deliver a unique experience. We integrate our teams with those of our clients to guarantee the necessary expertise and transfer ideas, best practices and lessons from one industry to another.

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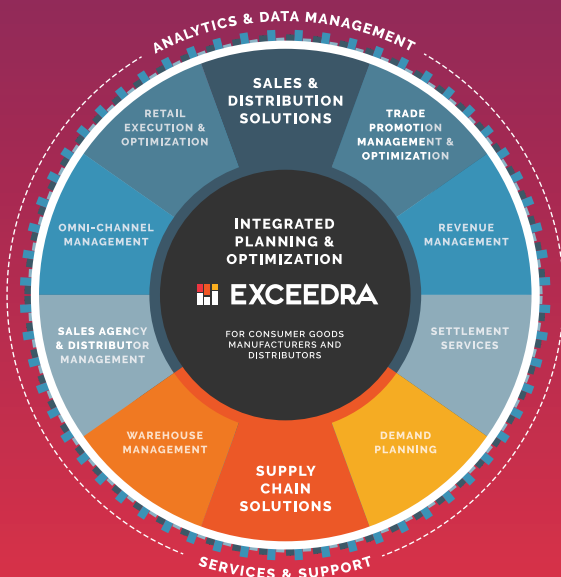
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At Exceedra by TELUS, solving problems for consumer goods companies around the globe is what we do.

Our technology is designed to be the operational backbone of your organization by making your sales and distribution capabilities more efficient, more agile, and smarter. Our mission is to equip you with

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Blacksmith Applications offers promotion  
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**Dan Scheunemann**

Vice President of Sales  
Blacksmith Applications



**Shelley Fow**

Director of Presales, Systems Engineer  
Blacksmith Applications



**Justin Balke**

Customer & Trade Promotion Manager  
Florida's Natural Growers

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INSIGHT**



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Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

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*+39 05186858611*

*For additional information visit [www.kantar.com](http://www.kantar.com) or find us on LinkedIn*



## MC1 – Digital Transformation in Retail & Sales Execution

MC1 is a leading global provider of cloud-based mobile solutions for field sales and trade marketing teams, that help companies in growing revenues and maximizing profits. MC1's WinTheMarket platform brings intelligence, excellence, and high performance to CPG retail sales execution.

Focused on leveraging productivity, sales, and profitability, industry leaders have selected MC1 as the strategic partner for the implementation and execution of corporate Go To Market strategies.

With presence in 28 countries, +100 clients like PepsiCo, Mondelez, Bimbo, Heineken, Ferrero, Pernod Richard, Kimberly Clark and others, and +110 thousand users, MC1 was recognized 4 times as Industry Leader by Gartner.

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CSO

*+1 786 376 1230*

*rafael.merseguel@mc1.com.br*

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Cornerstone's proven AI technology— Curve— Combined with NielsenIQ's Connect platform, and unrivaled data assets, will extend the company's price and promotion analytics leadership by creating the first of its kind, best in class, end-to-end revenue management solution that can fully integrate clients' financial, promotional and sales data, and scales globally.

Together our team are ready to revolutionize predictive and prescriptive analytics in the consumer goods industry.

*For additional information contact:*

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*(815) 861-0571*

*For additional information visit [www.nielseniq.com](http://www.nielseniq.com)*

## Pitcher



Pitcher is the leading global sales enablement provider of effective customer engagement and sales efficiency through dynamic digital tools, personalized content, and simplified user experience. Pitcher's Super App revolutionizes the sales process by reducing complexity and increasing ROI while empowering sales and marketing teams with the industry's most robust suite of fully integrated features and functionality. With deep domain experience, Pitcher serves as a vital partner for sales, field sales, and marketers around the world. Launched in 2011, the Pitcher Super App for sales enablement is deployed in 140 countries, and Fortune 500 companies across the life sciences, consumer goods, manufacturing, and financial services industries use Pitcher to drive customer engagement and commercial excellence. Headquartered in Zürich, Switzerland, Pitcher also has offices in the U.S., Mexico, Turkey, Spain, Hungary, Singapore, China and the U.K.

*For additional information visit [www.pitcher.com](http://www.pitcher.com)*

## Repsly



Repsly's retail execution platform powers CPG teams to improve field sales performance, merchandising execution, and promotion compliance - connecting them with the data and tools they need to work smarter every day. We equip field teams with scheduling, ordering, data collection, time and mileage tracking, performance reporting, and more. Our differentiator? Our approach to data. Repsly combines shelf level, team activity, and sales velocity data to help field teams make smarter decisions.

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*Chief Sales Officer*

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*(978) 460-5652*

*For additional information visit [www.repsly.com](http://www.repsly.com)*



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Connect with our experienced leadership at the POI summit to learn more about how you can transform your RGM capabilities.



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Founder & CEO



**Rajesh Gupta**  
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**Vipul Goyal**  
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Salesforce delivers the fastest path to digital transformation for Consumer Goods companies, bringing brands, customers, and consumers together. As the world's #1 B2B & B2C CRM platform, with industry specific innovation, you can unify marketing, e-commerce, service, and sales with AI-powered recommendations on one platform. Bring brands, customers, and consumers together with the Customer 360.

For additional information visit [www.consumergoodscld.com](http://www.consumergoodscld.com)



## SAP

SAP is one of the world's leading producers of software for the management of business processes, developing solutions that facilitate effective information flow and insights across organizations. In Consumer Products, SAP's Intelligent Enterprise suite of solutions enables end to end processes across the entire value chain seamlessly. Whether it is Trade Management to Retail Execution or extended to the Demand and Supply processes for accurate visibility into customer and consumer needs, SAP is ready to help you transform digitally and be a best run company!

For more information, visit [www.sap.com/cpg](http://www.sap.com/cpg)



## SBX Solutions Inc.

SBX Solutions is specialized in implementing solutions for the Consumer Goods industry on the Salesforce platform. Solutions include Trade Promotion Optimization (TPO), In-store retail execution, B2B commerce and other solutions that answer the CG industry's needs.

Our company might be a "new" player in the industry but our team has more than 75 years combined experience in implementing trade and retail solutions for the consumer products industry. Our team implemented regional cross-country projects for the major players of the industry, namely SC Johnson, Heinz, Danone, Procter & Gamble and Kelloggs, to name a few, in the USA, Canada, Europe and Asia.

SBX Solution's in-depth knowledge of the consumer products industry, its solid technical expertise and data point integration, systems interface and performance, as well as its multi-lingual team are assets on any given implementation from trade promotion to in-store retail execution, B2B commerce and other related capabilities.

For additional information contact:

Jeanine Hage

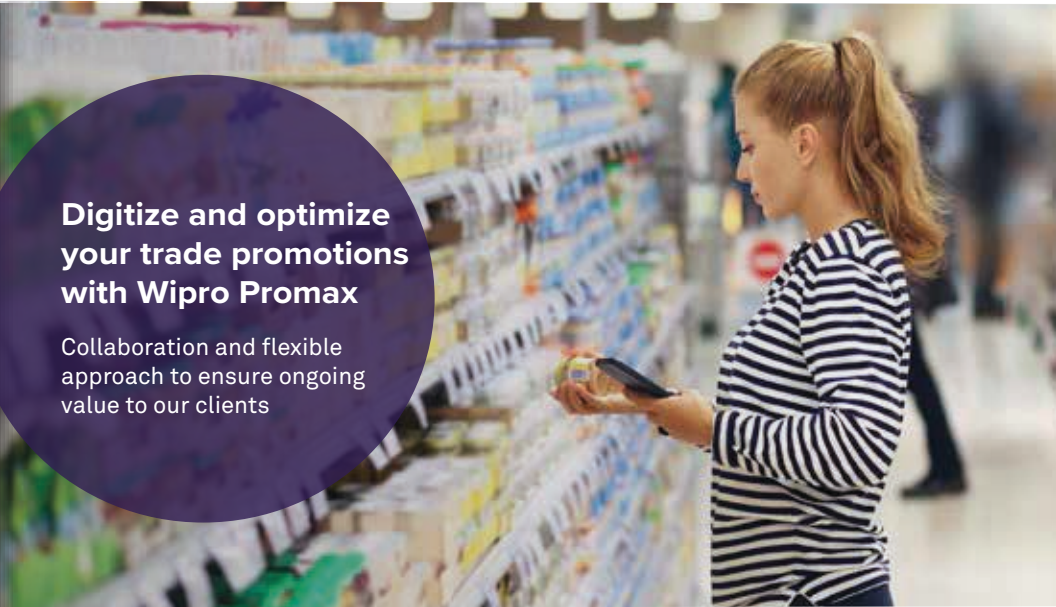
CEO

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### Spring Global



Spring Global provides CPG field users responsible for sales, van sales, delivery, and/or merchandising activities an execution software application driven by insights. Spring's field sales tools increase profitability for CPG companies and retailers by streamlining efficiencies from supplier to retailer and ultimately the consumer. We are uniquely positioned as a leader in engineering excellence among competitors and actively innovates with demands for artificial intelligence (AI) and a complete 360-degree of the customer for all.

For additional information visit <https://springglobal.com>

### StepUp RGM



StepUp RGM is an international expert in revenue management with more than 10 years of experience in the field. The StepUp Revenue Management Platform is built on four pillars: Promo effectiveness and efficiency; Trade profitability and Profit Pool; Price elasticity and Pack Price Architecture; Portfolio Management and Optimization. StepUp RGM's Revenue Management Platform, immersive workshops, and user-friendly tools enable global FMCG businesses to boost revenue management and have a meaningful impact on both the top and bottom line.

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For additional information visit [www.StepUpRGM.com](http://www.StepUpRGM.com)

### PwC Strategy&

**strategy&**

Part of the PwC network

PwC's network of firms has helped many of the world's leading institutions solve some of their toughest problems and capture their greatest opportunities. Their Consumer Markets Team has been focused on helping clients build out and capture value from TPx and RGM initiatives for 3 decades. Across the globe they have well over 1,000 practitioners dedicated to this space and have led over 100 programs helping CPG firms of all sizes achieve their vision.

We are a member of the PwC network of firms in 157 countries with more than 184,000 people committed to delivering quality in assurance, tax, and advisory services.

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Advisory

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*For additional information visit [www.vistex.com](http://www.vistex.com)*



### Visualfabriq

The world's frontrunner in Strategic Revenue Management Solutions with applied AI capabilities. An agile 100% SaaS solution company, aiming to 'Unleash your excellence'. Bringing back the craftsmanship to the hands of our clients. Providing them with the tools we were missing during our own careers in CPG.

Driven by a steadfast vision to radically improve strategic revenue management for the CPG industry, we reduce the routine workload for CPG organizations by largely automating demand creation, demand- and budget reviews, and promotion planning. Making all of these elements available at the commercial level where the sales organization operates. Allowing organizations free up time from daily work routines to instead focus on a strategic and tactical interaction with their customers.

By using AI driven scenario planning, we create direct insight into a full range of options and demonstrate the volume and financial pros and cons in detail, achieving a significantly higher level of reliability than with traditional estimations.

Our offices are located in New York, London, Mexico City, Barcelona, South Africa, Singapore and head office in The Netherlands.

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# Integration



## Wipro

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

Wipro Promax Analytics Solutions, a key component of Wipro Limited's Revenue Growth Management (RGM) offerings, has delivered efficient Trade Promotion Management (TPM) and Trade Promotion Optimization (TPO) solutions for over three decades to global markets of all maturity levels.

We ensure that our clients achieve the highest return on investment for their promotions and collaboratively maximize trade spend profitability with their retail partners. Wipro Promax offers numerous Enterprise Planning solutions including: Promax Advanced (end-to-end enterprise planning solution with seamless TPM/TPO/ROI), Promax Optimize (Uses: TPM lite; or Bolt-on TPO optimizer to any TPM system for predictive promotion planning), app based RGM suite that can plug into any manufacturer's planning ecosystem. The Wipro Promax Analytics solutions can be deployed both, on premise, or on cloud. We also offer a full suite of complementary services around trade promotions that include data management, analytics as a service, data science as a service, system integration, consulting, solution deployment, and support. With an expanding portfolio of IPs, partner solutions and Wipro services we are comprehensively addressing the business needs of our customers across RGM's key levers.

Wipro Promax has more than 3 decades of experience delivering efficient Trade Promotion Management (TPM) and Trade Promotion Optimization (TPO) solutions to various markets across the globe. It continues to bring new enhancements and improvements to their users and has a robust future roadmap

To know more about how Wipro helps CPG industry leaders do business better, please visit <https://www.wipro.com/consumer-packaged-goods/wipro-promax/>

*For additional information contact:*

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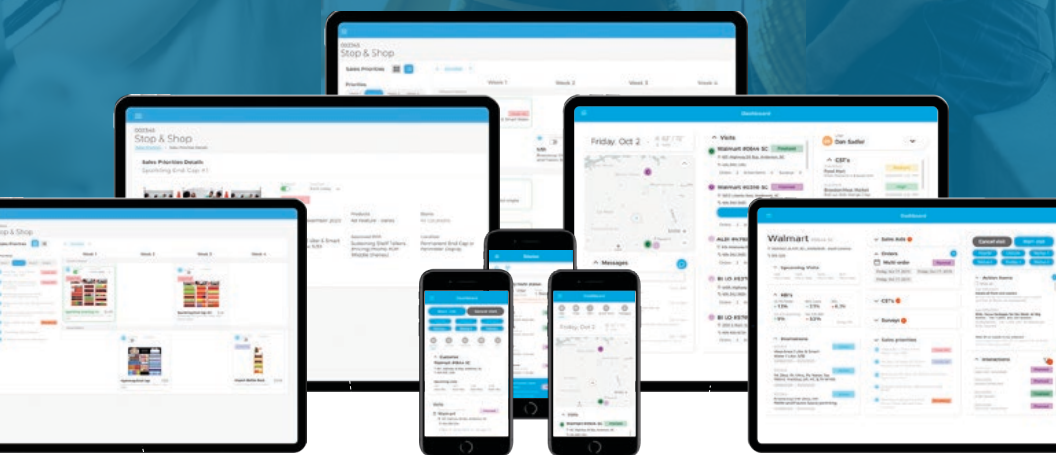
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- Intelligently gain market share

#### *Sales:*

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*VP & Co-Founder*  
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*(281) 851-5610*  
*octavio.hinojosa@wiseathena.com*

#### *Marketing:*

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*Marketing Manager*  
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*12th floor*  
*Houston, TX 77024*  
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## Curt Balara

*Chief Customer Officer, Bel Brands USA*

Curt Balara is the chief customer officer for Bel Brands USA. He leads all customer-centric initiatives and support of front-line sales team members in providing exceptional strategic planning, account collaboration and brilliant execution across all channels. As a C-Suite member, he is responsible for capabilities transformation and delivering superior profitable growth for Bel and its customer's categories.

Prior to joining Bel, Curt served as vice president, margin management for TreeHouse Foods in Oakbrook, IL. In the highly competitive world that is private label, he was able to establish a quality/value mindset and strategy, advanced THS' retailer bid process and created a holistic, standardized, strategic pricing capability across five, disparate business units to combat margin leakage.

Before TreeHouse Foods, he contributed for five years at Tyson Foods (two of these five years at Hillshire Brands, acquired by Tyson in 2014) in the following sales leadership roles ... vice president small format channels & military, vice president sales strategy & planning for retail packaged brands and vice president revenue growth management.

Curt started his CPG sales career at Unilever, totaling 21 years of sales leadership and superior performance. In total, Balara has 30 years of CPG experience in all facets of the selling organization; with customer growth capability expertise.

He earned his Bachelor of Science degree in business management from St. Joseph's University, PA. He also serves an advisory board role for the pilotED Foundation; the pilotED Foundation is an educational non-profit that builds schools, cultivates leaders, and advances policies that focus on equity and social identity development. There are currently two educational campuses: Indianapolis, and Las Vegas.



## Justin Balke

*Trade Promotion Manager, Florida's Natural Growers*

Justin joined Florida's Natural Growers in November of 2019 as the Trade Promotion Manager. In this role, Justin was tasked of picking and implementing a trade promotion management and optimization tool. Prior to Florida's Natural Growers, Justin was at Flowers Foods for around 3 years. During Justin's time at Flowers Foods, he was part of the implementation team of a very robust trade promotion management software, trained the trade promotion management tool and assisted in future year forecasting. Justin is a graduate of Florida State University where Justin majored in Finance. Justin currently lives in Lakeland, FL with his girlfriend, Emily and puppy, Ava. When Justin is not working, you can find him either playing, watching or talking about sports.





## Timothy Barnes

*Vice President, Trade Development, Glanbia*

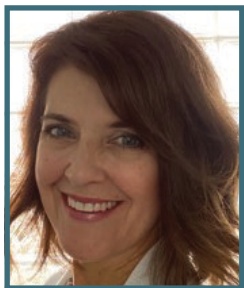
Tim Barnes has over 29 years of experience in the Consumer Packaged Goods Industry. Tim is the Vice President of Trade Development for Glanbia. Prior to Glanbia, Tim served as Director of RGM at J.M. Smucker. He spent the majority of his career with Unilever, where he gained experience spanning Category and Revenue Management, Customer and Business Development, Pricing and Promotion Management, as well as Joint Business Planning.



## W. Alexander Barnes

*VP, Revenue Growth Management, Antuit.ai*

Alex is responsible for the design, development and delivery of antuit.ai's Revenue Growth Management suite of solutions, including Trade Promotion, Strategic Pricing and Assortment. He is a pricing and analytics expert with over 20 years of experience in Retail and CPG, focusing on marketing, pricing and revenue management advanced analytics.



## Pam Brown

*Chief Commercial Officer, Promotion Optimization Institute, LLC*

Pam Brown is POI's Chief Commercial Officer. In this role she creates and executes POI strategy, advisory, and research. She elevates practices and CPG and Retailer relationships. Pam has 29 years in the CPG industry. She began her career executing at retail and, through promotions, advanced to leading retail execution & key account teams for Unilever. For Kayser-Roth she led all Sales and Broker teams west of the Mississippi. In her 13 years with Del Monte, she carried many roles. She was the Director of Sales Strategy and Operations, which included: Sales Systems and Reporting, Sales Operations, BI Analytics, Sales Training, and Sales Policy. Pam's final role at Del Monte was the Director of IT Governance and PMO, which included planning and leading enterprise-wide technology engagements. Pam has current, extensive knowledge in TPM, TPO, ROI, Revenue Management, Advanced Analytics, Change Management, Sales and Sales Effectiveness, Demand Planning, Supply Chain, Organizational Effectiveness, and other relevant best practices areas. Over the years she has researched, designed, and deployed enterprise-wide solutions to meet business needs. She understands how to execute and gain user adoption of new systems for physical retail and E-commerce. She has advised solutions providers on enhancements to core capabilities and partnered with other CPG manufacturers to share, learn, and drive best practices in today's challenging retail and consumer goods environment for mutual benefit.



## Mat Brogie

*CEO, Repsly*

Mat Brogie is part of the founding team, and CEO of Repsly, the world's leading solution for high performance retail execution teams. Mat has spent the past 20 years of his career focused on bringing technology enabled business solutions to the consumer goods industry, having implemented retail execution solutions for tens of thousands of field reps at companies such as Coca-Cola, Procter & Gamble, Pepperidge Farm and many more. Mat studied Computer Science and Mathematics at the University of Alabama Huntsville while serving in the Army as a technologist at Redstone Arsenal, and earned a B.S. in Business Management from Boston University after leaving the service.



## Arik Brückner

*Chief Revenue Officer, Pitcher*

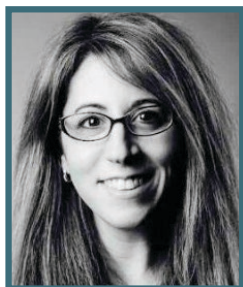
Arik is responsible for developing and executing the global sales and expansion strategy of the Pitcher Super App. Having joined Pitcher over a decade ago as one of its earliest employees, Arik has a passion for, and proven skill in, leveraging digital innovation to drive commercial excellence. Arik is a seasoned entrepreneur, having founded several technology ventures over the last 15 years. Building on a career steeped in sales success and committed to ensuring his team delivers customer value through unparalleled engagement, Arik leads sales and growth teams across the North American, EMEA, APAC, and LATAM regions. Arik has a BA in Economics from the University of Zurich with a major in Banking and Finance and a minor in Neuroinformatics.



## Aaron Catalanotte

*Sales Systems Manager Food Service, Mondelēz International, Inc.*

As a 21-year Consumer Packaged Goods veteran, Aaron has spent the last 18 years specifically supporting the Foodservice Industry. His experience ranges from humble beginnings as a Cust. Service Rep, to a stint as an entry level Key Acct. Sales Rep and various Sales Leadership positions. With the creation of Mondelēz International, he was given the opportunity to take a planning role at Corporate. Currently he leads the planning shop for Mondelēz Foodservice where he and his team are responsible for trade effectiveness, sales execution, and overall business unit forecasting.



## Leabe Commisso

*VP Sales, North America, Trade Optimization practice, Kantar*

Leabe Commisso is VP Sales, North America, for Kantar's Trade Optimization practice. She brings over 20 years of experience in trade, pricing/promotional analysis, category management, strategic planning and vendor collaboration experiences to her client engagements (which is amazing, since she clearly looks no older than 35). Prior to joining Kantar, Leabe led the Strategic Analytics Practice at IRI working with Top-Tier CPG companies on Trade, Price/Promo, Assortment, and Marketing Mix. Before IRI, she led the Business Development of Advertiser Services for the areas of telecommunications, retail, CPG, and automotive for Nielsen's "Buy" side. Leabe has a Master's degree from Columbia University in the area of Instructional Technology and Media. A loyal Baltimore-girl, she's a dedicated Raven's fan, a disappointed Oriole's fan and believes that steamed crabs are worth all the effort.



## Maria Cumana

*Sr Analytical and Digital Transformation Director, Kellogg's*

Maria Cumana is the Sr Analytical and Digital Transformation Director at Kellogg's. With more than a decade of experience working for Fortune 500 companies, she is an expert in her field. Over the years, she has been involved in strengthening transformation strategies as well as strategic planning within the value chain of consumer goods companies.



## Aswathy Das

*Lead, Global Pricing Capability, GSK*

Aswathy leads the global price assessments and solution capabilities as part of the Consumer Insights and Analytics for GSK. She has over 15 years of experience in CPG analytics focusing on marketing mix models and pricing strategy. She is passionate about simplifying analytics and bringing value added modular business capabilities across different markets with varied data landscapes.



## Joe Enright

*Sr. Director RGM Price Strategy & Mix Management, Kellogg*

Joe Enright is an analytics translator who draws upon 20+ years of experience in the CPG industry to build organizational capabilities that enable decision making and deliver significant value at the Kellogg Company as Senior Director, Global Revenue Growth Management. He has spent the last several years in Pricing Strategy and RGM focused roles at both Kellogg and Johnson & Johnson, and he has led RGM programs and workshops in 15 countries across EMEA, Asia-Pacific, Latin and North America.

Throughout his career he has been a thought leader and change agent who thrives in ambiguity and whitespace with the proven ability to connect the dots between analytics & business functions. His experience also includes roles in Analytics, Finance, and Sales Strategy at companies and clients including Campbell Soup Co, Colgate, Pfizer, and the Nielsen Company.

Joe graduated from Saint Joseph's University with a degree in Food Marketing. He lives at the Jersey Shore with his wife and their dog and is a huge sports fanatic!

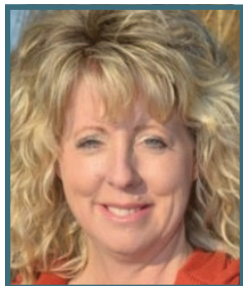


## Harris Fogel

*Global Vice President, Consumer Products, SAP*

Harris currently serves as the Global Vice President for Consumer Products leading the Industry Go to Market & Solution Management teams for the Fast Moving Consumer Goods (FMCG) segment.

Prior to SAP, Harris has a long history of working with Consumer Products companies to drive their digital transformation. Harris launched and ran Quofore's operations as President of the Americas, establishing the company as the leading sales force automation (Direct Store Delivery and Retail Execution) solution globally for the Consumer Products industry. Prior to this, Harris launched CAS's operations in the Americas and helped drive the development and adoption of their Trade Promotion Management solution. Harris began his career at Procter & Gamble and was one of the early adopters of data, insights, and technology to drive revenue growth.



## Shelley Fow

*Director of Pre-Sales, Blacksmith Applications*

Shelley is the Director of Pre-Sales at Blacksmith Applications. Shelley has over 25 years of CPG experience in brand/product management, as well promotion and pricing management including 10 years of professional experience in the TPM/TPO software industry. Shelley Earned Professional Pricing Certification through the Professional Pricing Society and is a Former POI CCM Advisor.



## Dave Ganiear

*Partner, PwC Strategy&*

David is a Partner at PwC Strategy& with 20+ years of business and technology consulting experience. He specializes in helping organizations drive significant profit improvement by developing revenue growth management (RGM) capabilities, from strategy through execution, with an additional focus on trade promotion optimization.

David has worked with 30+ leading Consumer Packaged Goods (CPG) companies on RGM transformations and has led multiple RGM implementations of leading software solutions

David has published multiple pieces of intellectual capital in this area, including, Zero-Based Trade for CPG Leaders, Capturing the Benefit from Trade Investment, Kicking the Sales Promotion Habit, and A Trade ROI Mindset.

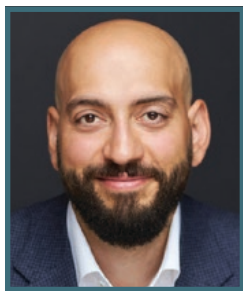
David has a MBA, Kellogg School of Management and BS in Electrical Engineering (minor in Mathematics), Bucknell University



## Justin Glatz

*Global Head of Technology, Vita Coco*

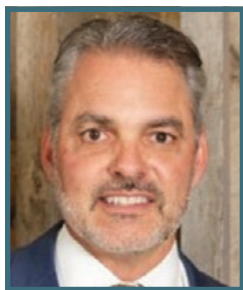
Justin heads the global technology endeavors, operations, and teams at The Vita Coco Company, a publicly traded family of brands on a mission to reimagine what's possible when brands deliver healthy, nutritious, and great tasting products that are better for consumers and better the world. Amidst the broad role that a technology executive must fill, Justin's focus on data has been core to his executive history and central to the strategies employed to advance The Vita Coco Company in all pursuits.



## Shady Ghattas

*Global Director, Consumer Products, SAP*

Shady is responsible for SAP's global customer and consumer experience solution and go-to-market strategy for the Consumer Products industry. Prior to his current role, Shady has a decade of experience advising clients across multiple industries in North America on aligning their technology strategy to their business strategy. Shady believes that true innovation happens at the intersection of industries and advises clients to inspire themselves from innovations happening outside of their own industries to achieve differentiated and sustainable growth.



## Mark Grohe

*Senior Vice President Revenue Management, Conagra Foods*

Mark currently leads the RGM strategy and team at Conagra Foods. In his more than 19 years at ConAgra, Mark has advanced strategy and execution across RGM, Trade Promotion, Sales, Supply Chain and more. He partners across the business to shape, refine and execute ConAgra Foods strategy, including leadership for Enterprise strategy development, business strategic planning process, linkages to financial targets and planning, and execution of specific strategy projects.

His deep experience includes Business and Operations strategy development and implementation, Revenue Management, Integrated Business Planning and Performance Management, Large-scale enterprise change management and execution, Cross-functional team development and motivation, Talent development and management, Enterprise and supply chain technology solutions, Supply chain management and performance improvement, Supply chain network optimization, M&A integration, and more. Mark holds a BBA in Finance from the University of Iowa.





## Jeanine Hage

*CEO, SBX Solutions, Inc.*

Jeanine Hage is an entrepreneur and a business owner passionate about growing companies in the high-tech industry. She is currently the co-founder and CEO of SBX Solutions, a company specialized in offering Cloud solutions to the CG industry on the Salesforce platform.

Jeanine's international career working with clients across continents in USA, Canada and Europe, mainly in the Consumer Goods industry, shaped her view on the importance of continuous improvement and transformation management. Jeanine is a hard believer that at the heart of every business across all industries, lies the human factor. People work with people; the rest is a mean to an end. Jeanine coaches women entrepreneurs in the great journey of entrepreneurship, creating for them a space to discuss the joys and setbacks of this adventure.



## Mark Hawthorne

*Partner, nsight*

Mark is a Partner and nsight a strategic advisory firm, prior to that he was the Group Vice President of Strategy and Insights. He is a strategic and global leader with a career marked by large-scale contributions to complex organizations across the retail industry. Skilled at formulating growth strategies and driving significant impact on all aspects of operations using continuous improvement, strategic use of innovative technologies, and ongoing analysis of current processes while increasing YOY revenue. Expert relationship builder, adept at establishing C-level engagement and building consensus across cross-functional teams to deliver unparalleled value. Among Mark's highlighted accomplishments, he led the roll out of a planning and optimization platform at a \$69B food retailer, significantly exceeding year-one goals. Mark and his team established a customer and competitive back pricing strategy, resulting in significant price investment with limited deflationary impact to total store revenue. He's led analytical efforts that resulted in integrating customer data into decision making across the organization and was also integral in delivering millions of dollars of cost of goods improvement and trade fund growth following the merger of Safeway and Albertsons. He has led various teams in merchandising, pricing and analytics focused on meeting customers ever changing needs.

Mark has a Bachelor of Commerce, Business Administration, University of Natal, South Africa.



## Ghufan Iftikhar

*Sr. Director, Product Management, Salesforce*

Ghufan is a Senior Director at Salesforce leading the Consumer Goods Cloud product management team. He started his career at SAP within Engineering and Product Management roles including responsibilities for building and delivering solutions for the consumer goods industry for 12 years. From there, Ghufan spent the next 4 years at Microsoft, building and launching their Dynamics 365 Marketing product. Now at Salesforce, Ghufan is focused on solving challenges the consumer goods industry face in the route to market, delivering innovative solutions for trade promotion management and retail execution, to help the industry drive integrated planning and execution on a single platform.



## Angela Johnson

*IT Leader, TPM, Kimberly Clark*

Angela is a seasoned IT Leader with 29 years' experience working with supply chain and digital information technology. Angela has been with Kimberly-Clark for 16+ years, and her current role is IT Leader for North America & Latin America Trade. Most recently she was Delivery Lead for implementing SAP TPM. Her IT experience prior to TPM (while at K-C) includes EDI expert, North America R/3 SAP implementation, SAP ECC Migration, Lead & architect for K-C's first Direct Vendor Ship program (E-Commerce), Lead for EDI global setup for a spinoff including leading subsequent data center migration, Global EDI IT Team Lead, and OTC SAP IT Team Lead.

Prior to Kimberly-Clark Angela served in the Army National Guard for 13 years in a Supply Chain leadership position while putting herself through college. She graduated from University of Illinois Urbana-Champaign with a B.S. in Information Technology.

When not at work Angela enjoys any outdoor activity (kayaking, fishing, snowmobiling, hiking, etc) and spending cherished time with her family.



## Deepak Jose

*Global Director of Demand Analytics, Mars*

Deepak Jose is a digital transformation, commercial strategy & analytics expert and currently, he is a global Demand Analytics leader at Mars as part of Digital Technologies. He leads data and analytics for Pet Care, Mars Wrigley, Food & Multi Sales segments leading a global team of data scientists and business translators. Deepak focuses on areas including Trade Promotion Optimization within Strategic Revenue Management, Route to Market optimization, Portfolio Management, Marketing Transformation, Innovation, and eCommerce to drive profitable growth for Mars and its customers. Before Mars, Deepak was part of global organizations like Coca-Cola, ABB, Asurion, and Mu Sigma in strategic roles driving business growth. He is a co-author of the international bestselling book, *Leading through pandemic - Unconventional Wisdom* from Heartfelt leaders. He is also an advisory board member for SkyMul, an Aerial robotics startup. He is an MBA from George Washington University School of Business and a mechanical engineer from NIT Calicut, India. Deepak is originally from India and has worked and lived globally. Deepak is a subject matter expert and speaker at Digital Transformation, Artificial Intelligence, and Machine learning conferences and industry podcasts.





## Michael Kantor

*Founder and Chief Executive Officer, Promotion Optimization Institute, LLC*

Michael Kantor is CEO and founder of the Promotion Optimization Institute, LLC. He is the visionary for Collaborative Marketing, who has created and is executing with a brilliant, committed group of retail, CPG, and academic leaders the Certified Collaborative Marketer (CCM)<sup>™</sup> curriculum and certification for how to collaborate with trading partners. He continuously produces the best industry events on marketing effectiveness and collaborative price/promotion optimization around the globe.

Mr. Kantor has spent his career creating retail and brand price/promotion optimization programs, and analytics that drive improved loyalty and profits. Mike co-chaired and developed with Gartner, Inc. and leading CPG executives the industry's first standard set of trade promotion definitions/metrics; and pioneered efforts to define and document trade promotion management in foodservice.

Mike began his career in retail advertising and operations as senior vice president, Drug World Pharmacies. He has written for numerous industry publications, executed primary research defining trade promotion optimization, redesigned the NYC Hospice delivery model, guest lectures at Saint Joseph's University, and speaks at industry events.



## Ted Kedrowski

*Vice President, Sales Strategy & Execution, Kimberly Clark*

In his 21 year career with Kimberly-Clark, Ted has leadership roles within Sales, Finance, IT, Shopper Marketing, and Sales Strategy. He currently leads the Sales Planning Team, responsible for Trade Promotion and Demand Planning for the North America Consumer Businesses of Kimberly-Clark and is leading the implementation of new TPM/TPO systems and processes. Through his multi-functional background Ted has built an expert level knowledge of go to market principles, strategies, planning, and execution.



## Ryan Kull

*Director, Trade Optimization, Tyson Foods*

Ryan Kull leads the Trade Optimization department within Revenue Management at Tyson Foods. His team is responsible for improving the effectiveness and efficiency of trade and promotional spending across all retailers, while instilling a profitable business mindset within the sales organization. He is also a project lead on the implementation of the Kantar TPx and Trade Analytics solutions integration. He has held roles in Sales, Strategy, and Revenue Management throughout his 15-year career with Tyson Foods and The Hershey Company.



## Randy Mangum

*Sr. Director, Pricing and Data Integrity, Fleet Farm*

Randy is the Sr. Director, Pricing and Data Integrity at Fleet Farm in Wisconsin. Randy has 20+ years of retail pricing knowledge and experience; working across grocery, mass, specialty and high end jewelry retailing. As a pricing expert Randy has lead multiple pricing optimization implementations, built pricing departments and led organizations through change management processes. In his spare time Randy enjoys spending time with his family and volunteering with his church.



## Michael Marzano

*Director, Branded Aware*

Mike Marzano co-founded Branded Aware LLC to address a common need to develop unique approaches leveraging data and analytics. While most companies have reports and dashboards, the Branded Aware approach is geared to stimulate interest, curiosity and engagement leading to data-driven process improvement. In prior roles, Mike has been successful in driving improvements and efficiencies across Category Management, Shopper Insights, Retail Execution and Supply-Chain initiatives. He has been recognized for his ability to identify and quantify opportunities and deliver pragmatic solutions to address.

Mike holds a Bachelor of Science degree in Mathematics and Computer Science from Binghamton University (NY) and a Master of Science degree in Industrial Engineering from NYU-Polytechnic University (NY). Mike is a POI Certified Collaborative Marketer™ and is currently an Advisory Board member at the Promotion Optimization Institute (POI).



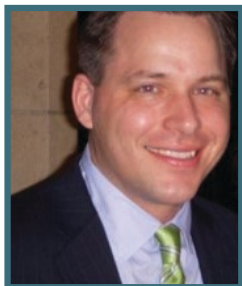
## Sarah Meyer

*POI Affiliate*

An Affiliate for POI, Sarah works with companies to optimize profit through effective planning and specifically loves working in TPM and TPO. Sarah has over 18 years experience in the CPG and Food industry. She worked for 15 years with Rich Products Corporation, where she began her career in Finance and transitioned over to Sales to lead TPM. She has led Sales Account Planning and business implementations of TPM process and technology. She has worked closely with Retailers to lead collaborative planning efforts and drive insights to change. She finds nothing better than a challenge!

Sarah earned her BA in International Business, Finance and Economics from the University of Georgia and her MBA from Georgia Southern University.

She serves her community as a leader on several boards and when she's not working with clients, she enjoys life with her husband and children, spending time in the garden and advocating for foster children.



## Sunny Neely

*Global Solution Director, Consumer Products Industry Business Unit, SAP*

Sunny Neely is a Global Solution Director in the Consumer Products Industry Business Unit for SAP, focused on customer experience and marketing.

Sunny brings over 15 years of brand management and product marketing experience, with extensive work in B2C and B2B environments. He has deep expertise in consumer packaged goods and CX capabilities, including Senior Brand Manager roles at Coca-Cola and Ferrero. His skills include brand growth strategy, content marketing, traditional and digital advertising, shopper marketing, sales effectiveness, product development, and consumer analytics.



## Pablo Peña

*Digital Experience (DX) Lead Latin America*

Pablo is an experienced CPG Digital Transformation executive, Supply Chain and Sales and Distribution (S&D) Process Expert. Currently Pablo is acting as LATAM Digital Experience (DX) Lead for Mondelēz International, leading RGM, Sales and Retail execution, Marketing and Consumer digital transformation.

Pablo collaborated with Pepsi for 20 years in a variety of Business and Supply Chain Roles, developing, enabling, and deploying Sales, Service and Delivery solutions including: MDM's, Integrated Supply Planning, SFA, Tel-sales, Customer and Consumer apps and eCommerce. He holds a Marketing degree and an MBA.



## Bianca Piluso

*VP Sales Analytics, NielsenIQ*

Bianca Piluso is the VP of Sales Analytics for NielsenIQ in the US, leading the Consumer Packaged Goods manufacturer business in the company's largest market. She is responsible for helping client brands achieve their goals by generating outcomes and driving business improvements with their pricing, promotional, assortment, and forecasting strategies.

In her 10+ year NielsenIQ career, Bianca has held a number of leadership roles, leading delivery and sales within both Canada and the US. Bianca is originally from Toronto, Canada. She earned a Mathematics degree from the University of Waterloo and an MBA from Cornell University.



## Vital Potlatov

*Senior Director Digital Transformation, AB InBev Europe*

Vital is a Senior Director Digital Transformation at AB InBev Europe. He currently leads a vertically integrated digital business transformation including innovation, design, technology and product strategy, delivery and DevOps.

Vital's experience includes major business transformations in the past 10+ years such as leading SAP ERP and CRM implementation transforming all back-end business processes, Salesforce.com implementation transforming all front-end business processes for Sales, Revenue Growth Management, Category Management, Trade Marketing and Marketing.

Vital studied Computed Science with a major in artificial intelligence in the Kharkiv Technical University as well as obtained business degree in Harvard Business School and Vlerick Business School.



## Chris Rice

*SVP Sales & Customer Management, Americas, Exceedra*

Chris Rice is a 30+ year CPG industry veteran with extensive experience in sales and marketing from both a manufacturer and solution provider perspective. This experience comes from varying roles at IBM DemandTec, Information Resources Inc., CAS and the Quaker Oats Company. Expertise areas include TPM, TPO, Post Event Analysis, strategic trade and marketing planning, shopper insights, and retail execution. Chris has helped many clients make improvements to their trade planning processes and systems.

Chris is a graduate of the Kenan-Flagler Business School at the University of North Carolina – Chapel Hill.



## Kelly Rolader

*Vice President, Revenue Growth & Development, BIC*

Kelly is Vice President, Revenue Growth & Development for BIC where she leads the Global Center of Excellence and is responsible for developing and driving execution of BIC's growth strategy. She is responsible for partnering with the Commercial Leadership Team to drive profitable growth for BIC and their customers.

In addition, Kelly serves as the Executive Co-Sponsor of BIC's Diversity Equity and Inclusion Team and proactively seeks to build a diverse, inclusive, and equitable environment where BIC Team members can unlock their full potential.

Prior to joining BIC Kelly enjoyed more than 19 years at The Coca-Cola Company where she was most recently responsible for collaborating with Coca-Cola System Business Units and Bottlers to identify opportunities to drive growth and advance the Company's mission to becoming a total beverage company.

Kelly has held various roles in business transformation as well as customer and commercial leadership. One of her most rewarding roles was a short-term assignment in Tokyo, Japan where she was charged with assessing current commercial capabilities and developing a team capable of driving growth.

Kelly is actively engaged with Network of Executive Women and currently serves as Region Advisor for the Atlanta Region. NEW is focused on a mission to advance all women because it is just good business.

The next generation is a passion for Kelly and as a result she makes it her mission to mentor men and women early in their career. Kelly believes networking is a powerful tool that we should all continue to hone.

Kelly is a graduate of Appalachian State University where she earned a bachelor's degree in Communications & Public Relations. She lives in Atlanta, Georgia with her husband Donny and furry-friend Stella and is the proud mother of two daughters, Virginia (24) and Allison (21). She enjoys exercising, cooking and watersports.



## Ravi Shankar

*CEO, Decision Point*

Ravi Shankar founded Decision Point in 2012 and has been leading it since. Over the past decade, he has worked with leadership teams from Fortune 500 companies across the globe to drive holistic RGM transformation and create sustainable value through AI and advanced analytics solutions. Prior to Decision Point, Ravi led strategic planning for Ogilvy & Mather.



## Mark Shea

*Director of Sales - Pepsi Beverages North America (Retired)*

Mark recently served as Director of Sales at Pepsi Beverages. Previously Mark lead GTM Solutions at PepsiCo where he has led the TPx transformation journey. Prior to this role Mark lead the Kroger Field Sales team for PepsiCo's PBC division. Mark started his career with ConAgra Foods in various Sales and Trade Marketing roles spanning his 15 year tenure there.



## Gary Singer

*Partner, Integration Management Consulting*

Gary Singer is a Managing Partner at Integration and part of the U.S. office. He brings more than 25 years of experience helping companies improve top- and bottom-line results through new sales, marketing, and revenue management strategies.

Prior to Integration, Gary worked as a Partner in EY's Advisory practice and led the Americas Consumer Products & Retail Sales Effectiveness practice. Gary spent 21 years in Accenture's Strategy, CRM, and Consumer Goods & Services practices and led the Global Trade Promotion Management practice.

Gary holds an MBA in Marketing & Statistics from the University of Chicago and a bachelor's degree in Quantitative Business Analysis from Pennsylvania State University.



## Alan Skiles

*Global Director, Revenue Growth Management, Brown-Forman*

Alan Skiles is currently the Global Director, Revenue Growth Management at Brown-Forman. He has 25 years experience working for companies like Advantage Sales & Marketing, PepsiCo, Diageo, MillerCoors and Brown-Forman. His knowledge of the industry and more specifically RGM, has been built by looking through multiple lenses across the commercial and finance landscapes with roles in space management, category management, shopper analytics, chain sales, distributor sales, general management, and advanced analytics. In his current role he has built the global RGM function at Brown-Forman delivering significant and consistent revenue and profit return.



## Paul Smith

*Cx Global Industry Principal, Consumer Products, SAP*

Over the past 25 years, from within start-ups, digital agencies and large corporate organisations Paul has strategically consulted, designed, architected and delivered digital transformation and CX solutions that engage and improve customer experiences across all routes to market for clients including some of the world's largest consumer products companies, luxury brands, supermarkets, off-price retailers, general merchandisers, premium sportswear brands and B2B wholesalers.

Paul is always curious and passionate about helping clients evolve into intelligent enterprises that acquire & win with consumers, provide exemplary customer experiences and sustain revenue growth.





## John L. Stanton Ph. D.

*Chairman, Food Marketing Department, St. Joseph's University*

John L. Stanton has a Ph.D. in Quantitative Methods and Marketing from Syracuse University and has been in the food industry for about 40 years. He is a professor at the food marketing department at Saint Joseph's University in Philadelphia. Dr. Stanton has also worked in the food industry, having been VP Marketing for Melitta, and Tengelmann in Germany. Dr. Stanton was also director of research of an ad agency consulting with food companies including Campbell Soup, P & G, Acme, Kroger, Frito Lay, Kellogg and others.

He serves on the Board of Directors of a number of food companies including Herr's Foods, Premio Foods, The Philadelphia Cheesesteak Company, Promotion Optimization Institute, and David Michael.

Dr. Stanton has served as an expert and expert witness to many food and beverage companies including Whole Foods, Target, Coca-Cola, Ahold, Supervalu, Boar's Head, Safeway and many others. He has written 10 books and is currently the editor of the Journal of Food Products Marketing and an editorial advisor of the British Food Journal.



## Mark A. Tarzwell

*COO, Mrs. T's Pierogies*

An experienced veteran with over 50 years in the food industry, Mark is currently serving as Chief Operating Officer at Mrs. T's Pierogies. He is responsible for Sales, Operations, Marketing, Finance, Human Resources and Information Systems. Previously he served as a strategic project lead with Ahold USA for perishable initiatives; having completed the construction and store implementation for fresh packaged meats. Prior to that Mark was at Burriss Logistics where he served as President of the Retail Division and of Honor Foods, a foodservice re-distribution network. Prior to that as SVP of Non-perishable Merchandising at Giant Landover, Mark led all Grocery, Dairy, Frozen and GM sales, purchasing, merchandising, promotional advertising, private label brands including planograms and display execution. Mark also was General Manager of D. L. Mathews a regional specialty distributor and was with Acme Markets for 20 years in the stores as a Meat Cutter, then as corporate Meat Trainer and later in Buying and Merchandising which evolved into Category Management.

Mark has a BA in Organizational Management from Eastern University, earned his Master's in Food Marketing at Saint Joseph's University, and is a Veteran of the US Navy. He enjoys spending time with his lovely wife Donna, their 6 children and 8 grandchildren. Mark is also currently active as Treasurer of the National Frozen and Refrigerated Association and is an Adjunct Professor of Food Marketing at Saint Joseph's University.





## Evert Verlinden

*Founder/CEO, StepUp, RGM*

Evert started his Career @ Nielsen in Belgium. Working with global accounts like Coca-Cola, Abinbev, P&G. He then joined Mondelez as consumer intelligence manager and did various jobs across Marketing and Trade Marketing. Having gained great experience as a practitioner and solutions expert, Evert co-founded StepUp 11 years ago. With StepUp's tools & services they deliver the full RGM solution, boosting client's skills, and insights to action to impact.

Recently Evert moved to the US to lead the StepUp team here, an exciting new journey is his personal life and so happy to be here with you!



## Ryan Voorhees

*Partner, nsight*

An accomplished marketing and merchandising executive highly regarded for 20+ years of experience improving processes and profits while spearheading customer-centric marketing and merchandising initiatives with a focus on clustering. Recognized as a leader with a true passion for talent development, mentorship, and people management driven to advance the industry by leveraging technology to deepen customer understanding and move data to insights while increasing automation and speed to market. A strong communicator and presenter who works well with diverse personalities and people across all levels of an organization, including C-Suite, Strategy Development, Category Management, Business Analytics, Leadership & Team Building, Organizational Management, Advertising & Marketing, Business Processes, Negotiation, Digital Marketing, eCommerce, and Relationship Building



## Michael Young

*Global Director, Industry Go-To-Market team for Consumer Goods, Salesforce*

Michael is a Global Director in the Industry Go-To-Market team for Consumer Goods, Salesforce together with cross-cloud scenarios that enable Consumer Goods customers to get the maximum value from their Salesforce solution.

After escaping the depths of academia doing physics and mathematics in basement offices, Michael started his "real world" career in business valuation consulting working on distressed asset liquidations and insurance value estimates. He then snapped out of it, and went to work for SAP as a business transformation consultant working on Incentive Compensation strategies and technology for fortune 100 companies. After catching the cloud bug by helping launch SAP's cloud sales suite, Michael made his first foray at Salesforce as a solution engineer where he worked as an early evangelist for everything AI&ML. This led him to be poached by a Private Equity firm where he was "CTO in Residence" working at the board level to drive business results through technology in the existing portfolio, and executing transactions (including carve outs, platform investments, growth strategies, etc) to welcome new members to the family.



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