



POI RESOURCES

TO SERVE YOUR ORGANIZATION

WHAT IS POI?

The Promotion Optimization Institute (POI) brings together manufacturers, retailers, solution providers, analysts, academics, and industry leaders to enhance Enterprise Planning, promotion, and distribution of consumer goods. The POI community fosters the exchange of cross-functional best practices through structured programs and informal interactions.

poinstitute.com

POI LEADERSHIP



Michael Kantor,
Chief Executive Officer
and Founder



Pam Brown,
Chief Commercial Officer
and Partner



Julie Oxner,
EVP of Strategic Initiatives

SUMMITS

POI delivers cutting-edge insights and best practices in RGM, Trade Promotion Planning and Optimization, Data and Analytics, AI/ML, Retail Execution, Omnichannel, eCommerce, Marketing, and Customer Experience. At POI Summits, retailers gain valuable Enterprise Planning knowledge, connect with other industry leaders and technology providers, and find actionable tools to streamline operations and strategize for the future.

Engage with leading CPG manufacturers & retailers and connect around planning efficient and effective growth, revenue optimization, and joint customer business planning. Gain previews to leading best practices and latest technology to gain a competitive advantage in the retail marketplace.

RESEARCH

The POI Annual State of the Industry Consumer Goods Research Report

This report peer-benchmarks the intersection of people, processes, and technologies across Holistic Enterprise Planning (TPM, What-if Promotion Scenarios, ROI, RGM) and in-store Retail Execution. It explores CPG industry trends, leadership and organizational priorities, data and digital transformation. This report is an essential resource for retailers, offering insights into manufacturer behaviors, priorities, initiatives, investments, and facilitating effective joint customer business planning and collaboration between manufacturers and retailers.

Want some peer perspective?

We have used the POI State of the Industry not just to benchmark but also to help prioritize our efforts. It has also served as a useful way to reinforce our choices with key stakeholders across our organization and support key asks with the right industry-wide data.

- Colin McQuay, Senior Director, Head of Strategic Revenue Management at Nestlé

WEBINARS AND WHITE PAPERS

POI offers webinars and white papers throughout the year to keep retailers informed about industry trends, strategies, and technological advancements.

Webinars

Webinars are a platform for leading retailers, manufacturers, and solution providers to share insights on challenges, breakthroughs, and best practices across Holistic Enterprise Planning providing actionable strategies for your organization.

White Papers

White Papers deliver in-depth research on the CPG industry, highlighting opportunities and innovations that support your initiatives and prepare your organization for future growth.

