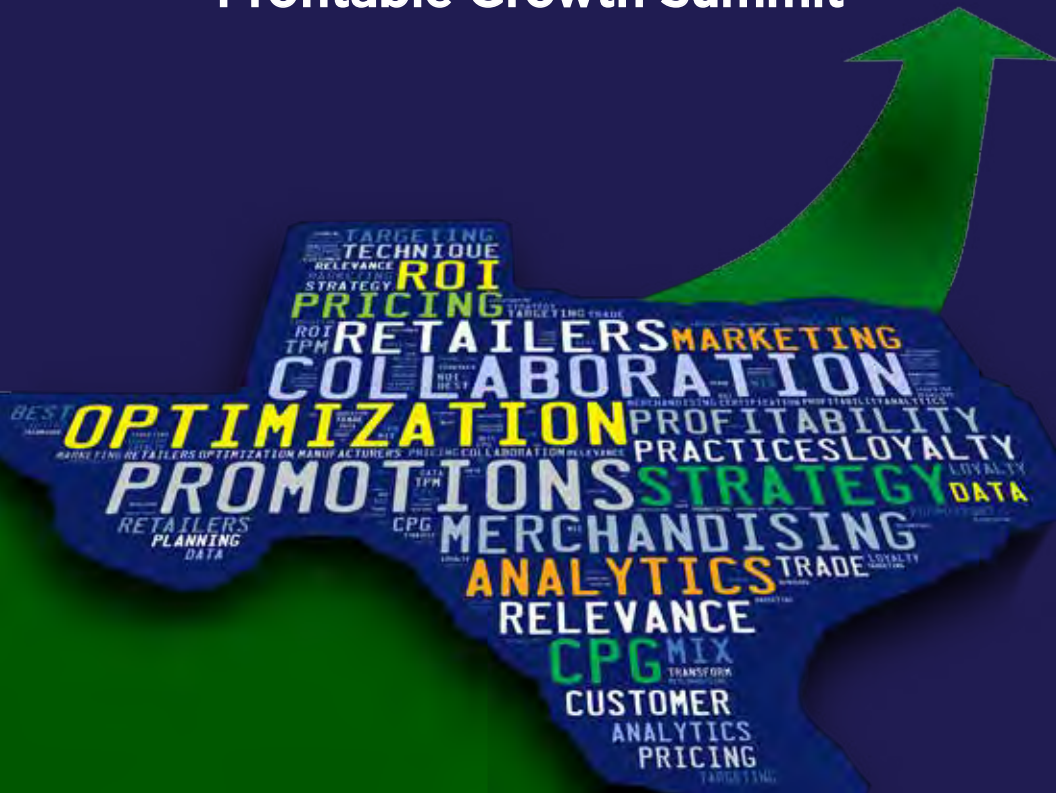




Collaborative Marketing to Supercharge Profitable Growth Summit



TPM-TPO and Advanced Analytics are BIGGER in Dallas!

SEQUOYA

CONSUMER DEMAND MANAGEMENT

Sequoya's Consumer Analytics Platform provides clear insight into consumer demand.

The statistical analysis of consumer behavior, measured through point of sale and basket specific transaction.

Decomposing the volumetric value of each activity, compliance rates, item interaction, cannibalization and category affinity triggers.

Shopper Analytics isolates categories and brands that driver larger dollar ring per basket and optimizes promotion planning across an aisle and store.

HINDSIGHT

INSIGHT

FORESIGHT

ANALYTICS

Your data is unique, consumer response is different, each of your customer has varying go to market strategies and you need solutions to drive profitable growth.

Modeling price, in-store promotion, shopper marketing and the influence of competitive brand activities requires scalable, yet tailored solutions to provide the insights of optimal business planning.

To simulate the effects of pricing activity requires an accurate decomposition of volume; with a clean baseline one can accurately simulate the impact of your price movement, gap to competition, competitive price movement, all in the context of understanding their impact upon you.

Developing and simulating the results of various plans in real-time enables visibility to a future state dashboard including but not limited to, the volume and financial impact of trade promotion, everyday price action and shopper marketing.

USA
1386 Blvd of the Arts
Sarasota FL 34236
209 505 5031

EUROPE
81 Avenue Victor Hugo
Paris, France 75016
+33 6 79 90 90 90

Table of Contents

Welcome	5
Overview	7
Summit Agenda	9
Keynote Speakers.....	11
Sponsors	21
Speakers	33



POI Certified Collaborative Marketer (CCM)[™] Education Advisory Board

Denny Belcastro

Vice President
Kimberly-Clark

Chris Boever

EVP, Chief Customer Officer
Pinnacle Foods

Pam Brown

Director, Commercial Support (Sales
Strategy & Operations, BI Analytics)
Del Monte Foods, Inc.

Michael Bruening

Revenue Management Optimization
Nielsen

Tom Burkemper

Sr. Director Merchandising
7-Eleven

Jeremie Davis

Director of Sales Operations
Del Monte Foods, Inc.

Brian Eustace

Director of Sales Operations
Innocor

Michael Gamage

Director, Price and Promotion
Starbucks

Michael A. Gorshe

Managing Director, CGS & Food Retail
Accenture

Dale Hagemeyer

Partner
Promotion Optimization Institute, LLC

Jim Hertel

Managing Partner
Willard Bishop

Michael Kantor

Chief Executive Officer
Promotion Optimization Institute, LLC

Ronald K. Klimberg, PhD

Professor, Decision and System Sciences
Saint Joseph's University

Kevin Kroymann

National Manager, Trade Marketing
Hormel Foods

Randy Mangum

Director, Pricing Strategy and Analytics
Shopko

Scott McCulloch

Sr. Director of Merchandising/Category
Management
Duane Reade

Dale Neely

President
Sequoya

Mike Nothofer

Director, Strategic Pricing
Johnson & Johnson

Elaine Oussoren

Brand Aid Digital
President

Lisa Overman

Marketing Manager of Private Labels and
Promotions
Food Lion, LLC

Chuck Scott

Trade Promotion Manager
Ainsworth Pet Nutrition

Gary Singer

Principal EY's Consumer Products & Retail Advisory
Practice
Ernst & Young, LLP

Dr. John L. Stanton

Professor of Food Marketing, Editor in Chief,
Journal of Food Products Marketing
Saint Joseph's University, Dept. of Food Marketing

Ken Sullivan

Senior Vice President
CMS Consulting

Chris Timko

Director Retail Development, National Brands
Topco

Jon Vasatka

EVP Business Development
T-Pro Solutions

Win Weber

Chairman, Chief Executive Officer
Winston Weber & Associates (WWA)



TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!

WELCOME

Dear POI Summit Attendees,

It is with great pride and excitement that we welcome you to the **5th Annual Promotion Optimization Institute (POI) Fall Summit**. As we celebrate our seven year anniversary, the theme of this Summit is “supercharging profitable growth”, which is the objective of optimization. Presenters, engaged participants, new attendees, and those returning always experience something unique at POI. At this summit, you will have the privilege of meeting and networking with record numbers of individuals who are leading experts at Global Brands and Banners, plus leading solutions.

I continue to be impressed by you, along with the strength of this growing community, which makes up the POI. That growth is demonstrated with over 30% of you who are new to the POI Summit experience.

POI continues to lead by example; innovating, and taking bold steps globally, plus investing in opportunities that serve our membership. I'm proud of the addition of Dale Hagemeyer, joining the POI. What excites us about the road ahead -- is everything! We are building on our success in Europe, plus adding both a Latin American and Retail Execution Summit in 2016. You'll experience POI's latest research here, what else we have planned, and how we anticipate working closer with you around best practices.

It is my great honor and privilege to work with Dr. John L. Stanton at Saint Joseph's University and the POI Education Advisory Board to bring this event to you. The Certified Collaborative Marketer CCM™ is designed for continuing education, including mastery of the collaborative skills necessary to succeed with trading partners. Together with the POI Board, we have again constructed for you the most advanced and relevant program for your professional development, and your company's benefit. Each consecutive POI Summit includes your requests and our collective vision for collaborative promotion optimization (CPO).

We thank every speaker, board member, and sponsor who is contributing their time, experience, commitment and leadership. As you have in the past, please make the time to personally engage with them throughout the summit and create at least 7-11 new relationships. I'd mostly like to thank all of you for placing your trust and support in POI and this amazing team.

Let's enjoy Dallas!

***Yours sincerely,
Mike Kantor, Dale Hagemeyer
and the entire POI Team***



Promotion Optimization Institute thanks our sponsors for making the POI Summit event a tremendous success!





**TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!**

Hotel Information

The Westin Galleria Dallas
13340 Dallas Parkway
Dallas, TX 75240

Exhibit Hours

Wednesday, November 4, 2015

6:00 PM – 7:30 PM Welcome Cocktail Reception
Sponsored by: Sequoya

Thursday, November 5, 2015

7:00 AM – 8:00 AM Networking Breakfast
Sponsored by: AFS Technologies

10:05 AM – 10:35 AM Networking Coffee Break
Sponsored by: Exceedra

12:30 PM – 1:40 PM Networking Lunch
Sponsored by: SAP

3:30 PM – 4:00 PM Networking Coffee Break
Sponsored by: Adesso

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

Friday, November 6, 2015

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

9:35 AM – 10:05 AM Networking Coffee Break
Sponsored by: T-Pro Solutions

The exhibits can be found in the Dallas Foyer. 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.



**ACCELERATING GROWTH.
FUELED BY INSIGHTS.
POWERED BY COLLABORATION.**

You know your business.
And we know your market.
Your journey to market leadership starts here.
ey.com/consumerproducts

© 2015 EYGM Limited. All Rights Reserved. ED 1015.



Building a better
working world



Collaborative Marketing to Supercharge Profitable Growth Summit November 4-6, 2015

The Westin Galleria Dallas, 13340 Dallas Pkwy, Dallas, TX 75240

Wednesday, November 4, 2015

- 3:00 PM - 6:00 PM** POI CCM (Certified Collaborative Marketer™) Education Advisory Board Meeting by Invitation Only
- 3:00 PM - 7:00 PM** Registration
- 3:00 PM - 5:00 PM** Sales & Operations Planning Workshop: **Solving Unique Challenges**
- 6:00 PM - 7:30 PM** Welcome Cocktail Reception

Sponsored by:



Thursday, November 5, 2015

- 7:00 AM - 5:30 PM** Registration
- 7:00 AM - 8:00 AM** Networking Breakfast

Sponsored by:



- 8:05 AM - 8:20 AM** **Welcome** – *Michael Kantor, CEO and Founder, Promotion Optimization Institute, LLC*
- 8:20 AM - 9:10 AM** General Session: **Optimizing Shelf Prices for Highly Merchandised Categories**
Presented by: Amjad Malik, Vice President-Global Revenue Management, Kellogg Company
Doug Bennett, SVP Sales Effectiveness, Nielsen
- 9:15 AM - 10:05 AM** General Session: **Moving from Transactional to a Highly Collaborative Business Model for Mutual Growth**
Panelists: Tom Burkemper, Sr. Director, Merchandising, 7-Eleven
Mike Gervasio, VP of Category Leadership, PepsiCo
Moderated by: Michael A. Gorshe, Managing Director CGS & Food Retail, Accenture
- 10:05 AM - 10:35 AM** Networking Coffee Break

Sponsored by:



THE INSIGHTS TO KNOW HOW TO
**TRANSFORM
YOUR
COMPANY.**
THE CAPABILITIES TO ACTUALLY DO IT.

To transform your business, you need a partner. One who brings you new and innovative ideas every day. One with deep industry knowledge, meaningful insights and the broadest range of capabilities. And one who works shoulder to shoulder with you to help you reach the next level of performance. That's a partner called Accenture Consulting. And that's high performance, delivered.



High performance. Delivered.

Strategy | Consulting | Digital | Technology | Operations

accenture consulting



David Arens

Divisional Merchandise Manager, Army & Air Force Exchange

David Arens is the Divisional Merchandise Manager Retail Food for the Army & Air Force Exchange headquartered in Dallas, Texas. The Exchange is one of the top 50 retail organizations in the U.S. with annual revenue of \$10.3B. The Exchange operates retail and convenience stores on military installations in all 50 states, five U.S. territories and more than 30 countries.

Mr. Arens leads a team of retail food buyers to develop collaborative growth strategies with vendor partners. Over the past two years his team has introduced grab and go open air refrigeration, increased food service offerings and introduced in-store food preparation with Hunt Brothers Pizza. He works closely with vendor partners to introduce impactful new items and create in-store sampling experiences.



Dennis (Denny) J. Belcastro

VP Industry and Customer Development, Kimberly Clark North America

Denny joined the leadership team at Kimberly Clark this past March as Vice President, Industry and Customer Development where he is responsible for leading the company's efforts with business and industry initiatives in developing integrated strategic retailer collaborative partnerships. Most recently, Denny served as SVP, Government Affairs and Industry Collaboration with Hillshire Brands. Before Hillshire Brands, Denny served 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, Denny was VP, Customer Development and Industry Affairs for Kraft Foods North America where he was responsible for Kraft's "First to the Table" integrated focus on customer collaboration and overall business relationships within the industry. In addition, Denny led Kraft's integrated customer marketing and supply chain areas of focus to support the overall business strategy.

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 service related events and charities.

Software and services purpose-built for consumer goods companies



Our customers benefit from 30 years of experience helping consumer goods companies maximize profitability by driving efficiencies in:

- Trade Promotion Management
- Retail Execution
- Supply Chain
- Data Visualization

Visit us at www.afsi.com





Mike Gamage

Director Pricing and Trade Fund Promotion, Starbucks Coffee

Michael Gamage: BS Marketing Management Thomas College Waterville Maine, MA Organizational Management University of Phoenix. Over 24 years of CPG and Foodservice experience working across warehouse, DSD and frozen food categories. Leadership roles in Category Management, Sales, Sales Planning and Trade Promotion working with retailers, wholesalers and distributors across the United States. Experience includes working with Kraft Foods, Kellogg's and Starbucks Coffee Company.



Dale Hagemeyer

Partner, Promotion Optimization Institute, LLC

Dale Hagemeyer is a partner at the POI where he focuses on research, best practices and helping members along their promotion journey. He has been a POI Board Member since its founding. Previously he was managing vice president in Gartner Research, where he spent 15 years as part of its Manufacturing Industry Advisory Service. He also serves on various industry advisory boards for trade associations and periodicals. Mr. Hagemeyer has a total of 28 years in the consumer goods industry including Kraft, PepsiCo, Quaker Oats, and Sunbeam. He also fulfilled an international assignment in Mexico from 1995 to 1996. He holds an undergraduate degree from the University of Utah and an MBA from the University of Chicago.



Chris Timko

Director Retail Development, National Brands, Topco Associates LLC

A 24 year veteran of the Consumer Packaged Goods Industry, Chris started his career with the Metz Baking Company (now Bimbo Bakeries) followed by the Kellogg Company and has spent the past 2.5 years with Topco Associates leading the National Brands program. Chris' past roles include leading execution teams, strategy roles in headquarters, leading national/regional/mass account teams, and most recently working side-by-side with the Topco Member-Owners in both sales and retail development functions.

Chris resides in Geneva, IL with his wife Laura of 26 years. They have 3 wonderful sons.

strategy&

&

Practical strategy

Lasting results

Whatever your ambitions, you'll need the skills to build your vision *and* see it through to completion.

Booz & Company has combined with PwC and is now Strategy&, a global team of practical strategists in the PwC network.

Together we can help you build the essential advantage you need to solve your biggest challenges and deliver lasting results.

Imagine what you could be capable of.

For Trade Promotion Excellence Group contact
katrina.e.rothstein@pwc.com

strategyand.pwc.com



pwc

© 2015 PwC. All rights reserved.

PwC refers to the PwC network (WAA) (one or more of its member firms, each of which is a separate legal entity). Please see www.pwc.com/india for further details.



- 10:40 AM - 11:30 AM** Session A: **Executing Predictive Analytics in the Field to Drive Profitable & Mutual Growth with Our Customers**
Presented by: Brandon Stine, Trade Marketing Manager, Mars Foods US
David Dickerson, Sr, National Account Manager, Mars Foods US
- Session B: **Small to Medium Sized Businesses: Going Beyond Software to Maximize Trade Promotion Effectiveness**
Presented by: Jerry Cook, Chief Customer Officer, Del Monte Foods, Inc. -
Sager Creek Vegetable Co. Division
Mark Parker, Founder and CEO, IQ Solutions LLC
- 11:30 AM - 12:30 PM** Session A: **The Future Direction of Trade Promotion – Why Previous Strategies May No Longer Apply**
Presented by: Jason English, Vice President, Lead Packaged Food and Household & Personal Care Equity Analyst, Goldman Sachs
Curt Balara, Vice President, Sales Strategy and Planning, Tyson Foods
Moderators: Ken Dickman, Principal, Consumer Products & Retail Commercial Transformation Lead, Ernst & Young LLP
Gary Singer, Principal, Consumer Products & Retail Sales Effectiveness Lead, Ernst & Young LLP
- Session B1: **Front Ending Big Data Challenges for Promotion Optimization**
Presented by: Glenn Carlson, Director CPG Solutions, Saama Technologies
- Session B2: **Revolutionizing Trade Management with Customer Business Planning Optimization**
Presented by: Timo Wagenblatt, Head of Consumer Industries Product Area, SAP
Colby Sheridan, Global Director, Sales & Trade Management Solutions, Consumer Products, SAP
- 12:30 PM - 1:40 PM** Networking Lunch
Sponsored by:
-
- 1:45PM - 2:35 PM** General Session: **Driving Profitability with World Class Revenue Management Capabilities**
Presented by: David Ganiear, Principal, Strategy&
- 2:40 PM - 3:30 PM** Session A: **Sales and Finance: Partnering for Profit through TPM**
Presented by: Mark Kemmerer, Director of Customer Finance, Del Monte Foods, Inc.
- Session B: **Getting Data Integration and Harmonization Right to Enable Trade Promotion Optimization**
Presented by: Peter Brousil, Data Strategy & Solutions Manager, Grainger, Inc.

Are all your ducks in a row?



Rest assured with fluid big data solutions.

- ✓ BUSINESS-DRIVEN MONETIZATION OF DATA
- ✓ FAST, FLEXIBLE ANALYTICS
- ✓ MAXIMUM REUSE OF EXISTING ASSETS
- ✓ FULL SUITE OF DATA SERVICES



Saama is the pure-play data science solutions company delivering Analytics Advantage to Global 2000 clients. Our Fluid Analytics Engine™ leverages customers' existing infrastructure and new outside resources to flexibly deliver and run ready-analytics solutions. Saama has broad experience, including: analytics visualization, MDM, Hadoop, cloud and other Big Data solutions. [Learn more online at saama.com.](http://saama.com)



3:30 PM - 4:00 PM

Networking Coffee Break

Sponsored by



4:05 PM - 4:55 PM

Keynote: **Collaborating to Continuously Improve: Prioritizing the Mutual Drivers to Achieve Profitable Growth Retailer and Manufacturer Panel**

Panelists: Denny Belcastro, VP, Kimberly Clark

Chris Timko, Director, Topco

David Arens, Divisional Merchandise Manager, Army & Air Force Exchange Service

Mike Gamage, Director Strategic Pricing & Customer Management Solutions, Starbucks Coffee Company

Moderated by:

Dale Hagemeyer, Partner, Promotion Optimization Institute, LLC

5:00 PM - 5:50 PM

General Session: **Revenue Management Strategies for Success as Pricing Dynamics Change**

Presented by: Gurkan Munsuz, Revenue Management, Tyson Foods

6:00PM - 7:30 PM

Networking Cocktail Reception

Sponsored by



Friday, November 6, 2015

7:00 AM - 12:30 PM

Registration

7:00 AM - 8:00 AM

Networking Breakfast

Sponsored by:

GENPACT

GENERATING IMPACTSM

8:00 AM - 8:05 AM

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

8:05 AM - 8:45 AM

Keynote: **7 Things to Consider Today when Evaluating Promotion Management & Optimization Technologies**

Presented by: Dale Hagemeyer, Partner, Promotion Optimization Institute, LLC

8:50 AM - 9:35 AM

Session A: **A New Approach to Testing Promotions**

Presented by: Regina M. Hobbs, Shopper Insights Manager, BIC Consumer Products USA

GENERATING CONSUMER GOODS IMPACT

We help **transform** and **run** business processes and operations.

- + The largest US drug retailing chain
 - + Four of the world's leading breweries
 - + The world's biggest office supply store
 - + A top global supplier of sport apparel/footwear
- = **\$500MM+** of annual **business impact** for over 30 consumer goods companies

GENPACT
GENERATING IMPACT™

LEAN DIGITAL™

genpact.com/leandigital



Session B: **Is Your Dashboard Driving You Nuts?**

Presented by: Arijit Sengupta, Founder and CEO, BeyondCore

9:35 AM - 10:00 AM Networking Coffee Break

Sponsored by:

T-ProSolutions
Optimizing Promotion Return

10:05 AM - 10:50 AM Session A: **Supercharge Your Annual Planning to Drive Profitable Growth**

Panelists: Eddie Young, Senior Vice President Sales, Sunny Delight Beverages Co.

Allen Rector, Director of Trade Marketing, Schwan's Consumer Brands, Inc.
Pam Brown, Director Commercial Support (Sales & Operation, BI Analytics), Del Monte Foods, Inc.

Moderated by: Joe Bellini, CEO, AFS Technologies

Session B: **Forecasting the Future and Understanding the Past with Colgate Business Planning**

Presented by: Tommy Thomas, Manager, Global Development, Demand Chain, Global Information Technology, Colgate-Palmolive

10:50 AM - 11:40 AM Session A: **Transforming Front Office to Drive Profitable Growth – Planning, Execution, Service ... and everything in-between**

Presented by: Chris Hansen, Group Director, IT Sales, Customer & Commercial, Coca-Cola Refreshments

Alex Kushnir, Managing Director, Consumer Goods & Services, North America Accenture LLP

Session B: **Forgotten Areas of Revenue Management**

Presented by: Todd Rigdon, Global Director of Solution Architecture, Flintfox International

11:45 AM - 12:30 PM General Session: **Stirring Up Innovation for the Future of Food**

Presented by: Timothy Chen, CEO, Sereneti Kitchen

12:30 PM - 12:35 PM Closing/Action Items – POI Spring Summit 2016, Chicago, IL and POI Global Summit, Brussels, BE

Michael Kantor, CEO and Founder Promotion Optimization Institute, LLC

**We provide great content
with instant scheduling
to create immediate results
with digital outdoor.**

**Optimize your advertising
for all your locations
from any device.**

Cost effective, on premise, outdoor electronic advertising medium
for multi unit grocer retailers with centralized marketing
For more information

evolocity[™]
ADVERTISING TRANSFORMED

269.381.3012 evolocityAD.com



TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!

SPONSORS



Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 358,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$31.0 billion for the fiscal year ended Aug. 31, 2015. Its home page is www.accenture.com.

Accenture Consumer Goods & Services

Our Consumer Goods industry professionals around the world work with companies in the food, beverage, agribusiness, home and personal care, consumer health, fashion and luxury, and tobacco segments. With decades of experience working with the world's most successful companies, we help clients manage scale and complexity, transform global operating models to effectively serve emerging and mature markets, and drive growth through evolving market conditions. We provide end-to-end business services as well as individual consulting, technology and outsourcing projects in the commercial and supply chain areas, enterprise solutions and integrated business services. To read our proprietary industry research and insights, visit www.accenture.com/ConsumerGoods.

For additional information visit: www.accenture.com and www.accenture.com/ConsumerGoods

For additional information contact:

Michael Gorshe (michael.a.gorshe@accenture.com)

Alex Kushnir (alex.kushnir@accenture.com)

Kerry Farrell at Accenture CAS (kerry.farrell@accenture.com)



Adesso Solutions

Adesso Solutions is the leader in maximizing TPE (Trade Promotion Effectiveness) for small and medium sized Consumer Packaged Goods manufacturers. Adesso leverages their long history and deep expertise in the industry combining an easy to use and affordable Flamingo TPM product on a cloud-based SaaS common platform (.Net) based upon significant client input, with innovative Trade Management and Trade Marketing consultative services that save time, money and stress for our long time client partners.

For more information, visit www.AdessoSolutions.com or call (847) 342-1095 Ext 4010.



AFS Technologies

With 30 years of experience, AFS Technologies, (AFS), is a leading global provider of software and services purpose-built for consumer goods companies. We are committed to delivering efficiencies in trade spend, retail execution and the supply chain. More than 1,300 customers of all sizes, across 50 different countries rely on us to deliver innovative and configurable solutions that are proven to optimize their business opportunities with automated processes, improved productivity and rapid time to value.

To learn more about AFS, visit www.afsi.com

BeyondCORE

BeyondCore

BeyondCore delivers one-click automated business analysis. Using traditional analytics tools people can take hours to explore mere dozens of patterns out of the millions of potential insights hidden in the data. In minutes, BeyondCore can automatically explore millions of variable combinations and immediately present the most important insights without human bias or error. BeyondCore has been used by 21 of the Fortune 100 companies to solve a wide variety of analytic problems.

For additional information contact:

Brooke Taylor

Director of PR and Events

btaylor@beyondcore.com



Clarkston Consulting

Clarkston Consulting provides management and technology consulting services for life sciences and consumer products/retail companies. Within the consumer products/retail industry, we deliver solutions for sales, marketing and trade management, supply chain management, food safety and traceability, and enterprise systems. Clarkston has achieved a 12-year average client satisfaction rate of 97% by continuously pushing for success for our clients, our consultants, and our company. Learn more at www.clarkstonconsulting.com.

For additional information contact:

Steve Rosenstock

Partner, Consumer Products Industry Leader

750 Route 202 South, Suite 100

Bridgewater, NJ 08807

908-864-4049

srosenstock@clarkstonconsulting.com



Eversight, Inc.

Headquartered in Palo Alto, Calif. and founded in 2013, Eversight provides Offer Innovation software that helps retailers and consumer goods companies dramatically improve promotion effectiveness and make better use of trade spend dollars. Eversight disrupts the \$300B+ world of trade promotions by combining the latest in predictive analytics, cloud software, data science, and behavioral economics. Eversight Cloud™ enables customers to remove the guesswork and risk from trade promotions by micro-testing hundreds of unique offers with real shoppers to find the best performing ones. Eversight serves as a strategic partner to some of the largest CPG brands and retailers, including Unilever, AB InBev, BIC, and Kimberly-Clark. Promotions based on Offer Innovation have yielded an unprecedented 20-50 percent lift over traditional promotions.

For more information, visit www.eversightlabs.com.

For additional information contact:

Angee Walls

VP Sales & Business Development

awalls@eversightlabs.com



**TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!**

SPONSORS



Exceedra

Exceedra is a global provider of Integrated Business Planning & Insight solutions to Consumer Goods companies. Our solutions deliver capabilities for clients to simplify sales, financial and demand planning processes and achieve greater performance in Trade Promotion Management and Optimization, Customer Business Planning, Joint Business Planning, and Sales and Operational Planning. The end-to-end solution empowers functional teams to maximize revenue and margin opportunities while avoiding risks.

Exceedra customers include Dyson, Bayer, McKee Foods, ACH Food Companies Inc, Birds Eye, Weetabix, United Biscuits and Abbott Nutrition. Since 2009, Exceedra has rapidly expanded with offices in the UK, US and Australia.

For additional information contact:

Chris Rice

VP Sales & Marketing ,N.A.

One Gateway Center, Suite 2600, Newark, New Jersey, 07102

(201) 299 2500

Email: chris.rice@exceedra.com

<http://www.exceedra.com>



Ernst & Young LLP

Today's operating environment is very complex. We help you to navigate this complexity, while managing cost, protecting margins and delivering true value to your customers and consumers. Ultimately, we enable you to execute better. To do this, we leverage decades of experience assisting many of the world's leading global companies in tackling their key strategic challenges. Specifically, we have extensive experience addressing complex issues such as consolidation in the marketplace, margin squeeze, rising commodity prices, entry into new markets and new regulatory requirements, and have deep understanding of the social and environmental aspects of the industry. We provide you with deep sector and capability knowledge, drawing upon our globally integrated organization bringing you the right multi-disciplinary teams to serve your needs. Together, we're focused on:

- *Customer*
- *Strategy*
- *Supply chain*
- *Finance*
- *People & organizational change*
- *Risk*
- *IT risk and assurance*

For additional information contact:

Gary Singer

Principal, Ernst & Young's Americas Sales Effectiveness Lead for Consumer Products & Retail

Gary.Singer@ey.com

(312) 879-5878

PLANNING.
INSIGHT.
ADVANTAGE

Integrated business planning & optimization

Exceedra solutions deliver real time visibility, control and trade spend ROI in an easy to use interface. Improved financial performance across sales, finance and demand planning is recognized by clients such as ACH Foods, McKee Foods, Bayer Consumer Goods, Weetabix and Birds Eye.



"Exceedra is easy to use, very intuitive, and will enable us to streamline and improve our business in these competitive times."

ACH Food Companies



**TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!**

SPONSORS



Flintfox International Limited

Flintfox has been delivering revenue management solutions since 1987 to enable business workflows, provide a single source of trade spend visibility and improve business insight and profitability. Flintfox has over 28 years’ experience in delivering solutions for planning, promotions, pricing, and analytics. Flintfox provides solutions to streamline all trade activity from client relationships to the financial execution.

For additional information, contact:

LeTicia Hallstead
Vice President, Business Development
e: lhallstead@flintfox.com
t: +1 208 887 9988
m: +1 208 850 3930

Todd Rigdon
Director, Solutions Architecture
e: trigdon@flintfox.com
t: +1 478 333 3588
m: +1 478 918 4903

GENPACT

GENERATING IMPACTSM

Genpact Limited

Genpact (NYSE: G) stands for “generating business impact.” We architect the Lean DigitalSM enterprise through a unique approach that reimagines our clients’ middle and back offices to generate growth, cost efficiency, and business agility. Our hundreds of clients include more than one-fourth of the Fortune Global 500. We have grown to over 70,000 people in 25 countries, with key management and a corporate office in New York City. We generate impact quickly because of our business domain expertise and experience running complex operations. Behind our passion for technology, process and operational excellence is the heritage of a former General Electric division that has served GE businesses since 1998.

For additional information visit: www.genpact.com

Hitachi Consulting



Hitachi Consulting is the global management consulting and IT services business of Hitachi Ltd., a global technology leader and a catalyst of sustainable societal change. Working within their existing processes and focusing on targeted functional challenges, we help our clients respond to dynamic global change with insight and agility. Our unique approach delivers measurable, sustainable business results and a better consulting experience.

For additional information visit: www.genpact.com

For additional information contact:

Don Lanham
Director Business Development, Consumer Products Industry
123 North Wacker Drive, Suite 1200
Chicago, IL 60606
(262) 227-6235 phone
dlanham@hitachiconsulting.com

#1

Business Software

Complete. Open. Integrated.

ORACLE®

**oracle.com/goto/bizsoftware
or call 1.800.ORACLE.1**



TPM-TPO-
and Advanced Analytics are
BIGGER in Dallas!

SPONSORS



Relational Solutions

a Mindtree company



Mindtree

Welcome to possible

Mindtree

Mindtree delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset.

For additional information visit www.mindtree.com to learn more.



NeoGrid

NeoGrid is the next generation of integrated supply chain solutions for leaders.

NeoGrid TPM (trade promotion management) helps organizations grow their business through integrated planning and intelligent investing. It covers the entire process end-to-end and aligns all departments with a single view of the data — enabling companies to understand and support the business in executing the right trade promotions in the supply chain.

Use real-time data for TPM/TPO forecasting to understand, plan and shape demand with NeoGrid TPM. Improve your ROI on trade promotions with a better way of doing TPM, on a single cloud-based solution for your business.

For additional information contact:

Eric Blackburn

Director – Consumer Products, North America

55 West Monroe Street

Suite 3590

Chicago, IL 60603

(888) 709 0018

eric.blackburn@neogrid.com



Nielsen

As marketplace success is being judged on increasingly narrower margins, leaders are investing in revenue management capabilities to deliver on profitability goals. Nielsen's Revenue Management and Optimization (RMO) is centered on driving insights into the complete revenue management process. Combining granular market data, powerful analytics, a fully-integrated and flexible SaaS software suite plus deep insights-activation expertise, RMO is helping clients achieve success.

Come by our booth and talk with our team about how to eliminate "swivel seat" planning and improve your trade promotion effectiveness by embedding TPO into your TPM process.

For more information, contact your Nielsen representative or revenuemanagement@nielsen.com.

What would 3% in incremental profit mean to your organization?



Make Trade Promotion Optimization a reality, not a distant dream in your organization, with the **Breakthrough Technology** from **T-Pro Solutions™**

Data Harmonization: T-Pro integrates the key disparate data silos—internal and external—into one user-friendly, real-time database.

Post Analysis: T-Pro's unique Master Calendar view delivers a comprehensive view of planned versus actual with consumer and competitive overlays + ROI analysis—providing actionable insights.

Joint Business Planning: T-Pro's powerful "**What IF Scenario**" predictive planning capabilities leads to more accurate business plans and forecasts for the manufacturer and retailer resulting in "**One View of the Truth**".

The Result.....A quantified return of 3% - 5% of your annual Trade Investment!

We welcome you to stop by our booth for more details and to see how T-Pro can increase your profit. Enter our sweepstakes to win a 42" TV that will be given away at the end of the conference.



Wayne Spencer, President
wspencer@t-prosolutions.com
(484) 241-0883
www.t-prosolutions.com

T-Pro Solutions
Optimizing Promotion Return

CENTERFOLD left

Shine a spotlight on
your trade spend.

Flintfox Revenue
Management
Solutions deliver
lost dollars directly
to your bottom line.

flintfox

www.flintfox.com



Saama

Headquartered in the heart of Silicon Valley, Saama is the leading data science services and solutions company delivering Analytics Advantage to Global 2000 clients. Our Fluid Analytics Engine™ leverages our customers' existing infrastructure as much as possible, and allows us to flexibly focus the white space between existing capabilities and the critical business questions that need to be answered. Saama has broad experience including visualization, MDM, Hadoop, cloud and other Big Data solutions, in industries such as consumer goods, life sciences, healthcare, insurance, financial services, high-tech and media. Clients include Actelion, Apple, Brocade, Broadcom, Cisco, CSAA Insurance, Delta Dental, Dignity Health, PayPal, Salesforce.com and Unilever.

For additional information, contact:

Philip Hodsdon

VIP, HiTech

510-543-3417

Philip.hodsdon@saama.com

Glenn Carlson

Director, CPG Solutions

704-778-8715

Glenn.carlson@saama.com

SAP

Helping the world run better



SAP empowers people and organizations to work together more efficiently and use business insight more effectively.

From back office to boardroom, warehouse to storefront, and desktop to mobile device, SAP empowers people and organizations to work together more efficiently - and use business insight more effectively. We do this by extending the availability of software across on-premise installations, cloud and on-demand deployments, and mobile devices. We believe that the power of our people, products, and partners unleashes growth and creates significant new value for our customers, our company, entire industries, and the economy at large.

For additional information contact:

Paul Larson

Industry Principal, Consumer Products

SAP America, Inc.

Paul.larson@sap.com

Sequoia



Sequoia is the leading provider of Everyday Price, Trade Promotion & Category Optimization solutions that leverage predictive analytics. Applications designed specifically for the Consumer Goods industry provide real-time insights into consumer response and the resulting impact on your financial investments. Best in class forecasting techniques ensure accuracy and improve your speed to better decisions.

For additional information contact:

Dale Neely

President, Sales & Customer Operations

203.505.5031

Eric Stephen Nordquist

Executive Vice President, Global Sales –

CPG & Retail Analytics

847.544.9344



TPM-TP0-
and Advanced Analytics are
BIGGER in Dallas!

SPONSORS

strategy&

Part of the PwC network

Strategy&

Strategy& is a global team of practical strategists committed to helping you seize essential advantage. We do that by working alongside you to solve your toughest problems and helping you capture your greatest opportunities. These are complex and high-stakes undertakings—often game-changing transformations. We bring 100 years of strategy consulting experience and the unrivaled industry and functional capabilities of the PwC network to the task. Whether you're charting your corporate strategy, transforming a function or business unit, or building critical capabilities, we'll help you create the value you're looking for with speed, confidence, and impact.

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.

For additional information visit: strategyand.pwc.com

T-Pro Solutions

Optimizing Promotion Return

T-Pro Solutions **Optimizing Promotion Returns**

T-Pro Solutions, with its T-Pro Analytics predictive analytics and post promotion analysis SaaS solution, consolidates the disparate business intelligence silos necessary to maximize the significant CPG trade investment, into one scalable and real-time database. T-Pro Analytics provides its clients with accurate "what if" scenario planning capability and post promotion analysis, that is tightly integrated to any TPM solution—ranging from sophisticated solutions to "spreadsheets." This intelligence allows users to make strategic and tactical adjustment to the overall trade spend, resulting in a quantified ROI and optimizing promotion returns.

For additional information contact:

Wayne Spencer

President/Founder

T-Pro Solutions, Inc.

(484) 241-0883

wspencer@t-prosolutions.com

UpClear[®]

UpClear

UpClear is a global Enterprise Software provider to the Consumer Packaged Goods industry. UpClear's BluePlanner software is a best-in-class platform for Revenue Management, covering Sales Planning, Trade Promotion Management, Analytics, and Optimization. Its ease of use, intuitive design, and flexibility make it a valuable integrated solution across the entire organization.

UpClear's SaaS model and a high level of system configurability allow us to deploy in record time and at no cost to Consumer Goods companies of any size. We serve clients in 20 countries across America, Europe, Asia, and Africa from our offices in New York, London, and Hong Kong.

For additional information contact:

Thierry Soudee

CEO

151 W 19th St, Suite 1103

New York, NY 10011

212-989-5000

info@upclear.com

WE HAVE THE EXPERTISE TO SEARCH FOR THOSE GEMS OF INSIGHT

Most of our competitive Trade Providers are software people – they have never worked managing or analyzing trade spending.

At Adesso, we hire former CPG trade experts who go beyond our software with an ability to analyze your trade spending and approach to offer better alternatives than simply – pasting in last years promotion.



Call Lindsay Felderman to maximize your TPE (trade promotion effectiveness)
(203) 979-9719; lfelderman@Adesso-solutions.com

TPE COMMUNITY
Adesso
Now you can relax



Curt J. Balara

Vice President, Sales Strategy & Planning, Tyson Foods

Curt Balara is the Vice President of Sales Strategy & Planning for Tyson Foods, Inc. As the sales lead for the cross functional Retail Package Brands business, he is responsible for driving profitable growth across the portfolio. He is also accountable for the design and management of the customer go-to-market funding structure via a “pay for performance” model. Prior to that, Curt designed, staffed and mobilized Tyson’s revenue management capability; now viewed as leading edge within the CPG industry.

Before joining Hillshire Brands in August 2012, Balara led the Trade Excellence team at Unilever within Customer Development. While at Unilever, he led the West Grocery Sales Team of \$1.2 billion and Personal Care Customer Marketing group. In total, Balara has 24 years of CPG experience in all facets of the selling organization; with customer growth capability expertise.

Balara earned his Bachelor of Science degree in business management from St. Joseph’s University, PA. He also sits on the Board of Directors for pilotED, a program that empowers urban students in Chicago. The program ensures path-changing identity by focusing on academic and voice curriculums. The 1st charter school slated to open in 2017.



Joe Bellini

CEO, AFS Technologies

Joe Bellini is a seasoned technology executive having served as a CEO or executive with multiple companies focused on providing software solutions to the Consumer Goods industry segment. After starting his career with General Electric, he went on to lead Oracle’s CPG solution deployments, JDA’s (i2) CPG/Retail industry solutions, IRI’s CPG analytics team, and ONE Network’s CPG/Retail Program and Product Management Division. Joe has also delivered technology solutions to companies in adjacent industries including transportation/logistics, healthcare, electronics, automotive and industrial markets. Joe holds undergraduate degrees in Engineering, Mathematics, and Statistics from the University of Massachusetts Amherst and a PMD in Business from Harvard Business School.



Doug Bennett

Senior Vice President Sales Effectiveness, Nielsen

Doug is currently North American leader for the Sales Effectiveness Practice – an assignment he has held since January 2015. Sales Effectiveness delivers world-class analytic and activation solutions for FMCG customer organizations to maximize product mix, strategic pricing, trade promotion and store execution investments that fuel profitable growth.

Mr. Bennett has worked with Nielsen for nearly 18 years and most recently led the Marketing ROI, Strategic Pricing and Trade Analytics businesses for 2.5 years. He has also held positions of direct responsibility serving top consumer goods clients including Kraft Foods, Kimberly Clark and General Mills. Mr. Bennett started his career with Accenture implementing enterprise-wide IT solutions for tier 1 clients.

Mr. Bennett earned a Bachelor of Science degree in Business Administration from Miami University and an MBA from the Kellogg School of Management.



We make it happen. Better.

Delivering measurable, sustainable
business results and a better
consulting experience.



www.hitachiconsulting.com



Peter Brousil

Data Solutions & Strategy Manager, Grainger World Wide

Peter Brousil is a Customer Information and Business Analytics – Data Solutions and Strategy Manager with W.W. Grainger located in Lake Forest, IL. He has over 20 years of organizational analytic expertise delivering predictive and optimization analytic portals delivering value to Sales, Marketing, Consumer Response Centers (CRC), and R&D. With expertise in thought leadership, data integration and modeling, statistical data engineering, dashboard/portal design and client and project management, Peter actively dissects datasets to extract and deliver on untapped business value. Prior to Grainger, at S.C. Johnson, Peter was responsible for an enterprise integrated data asset that converged data to deliver insights on Trade Promotion measurement and Trade Promotion scenario planning at all levels of the Customer and Product hierarchies delivering 7% improvement on Trade Spend ROI. With a Bachelor of Arts in Econometrics, Peter is near completion of a Master's of Science in Predictive Analytics from Northwestern University.



Pam Brown

Director of Commercial Support, Del Monte Foods, Inc.

Pam Brown is the Director of Commercial Support for Del Monte Foods. Her responsibilities include leading Sales Strategy & Operations, Sales Systems and BI Analytics. She drives collaborative solutions and change across the organization based on corporate strategy and with the support of cross functional partnerships.

Key successes and core projects include the March 2015 deployment of Del Monte's SAP transformation. She was one of six corporate leads that replaced all systems and tools with SAP capabilities. This included the replacement of Siebel with SAP TPM under her direct responsibility. She developed and deployed Best in Class Planning national training curriculum and predictive analytics tools to support sales planning.

Prior to joining Del Monte, Pam worked for Helene Curtis/Unilever and quickly progressed through numerous sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director covering all CPG business west of the Mississippi. She transitioned into Sales Operations and systems management in 2007. Pam has 25 years of Sales experience and demonstrates a passion for creating a competitive advantage through high-performing teams.

Pam earned her BA in Business Administration from the University of California at Riverside.

Pam and her husband Mike (23 years) have a daughter Madelyn (16), son Trevor (11) and Lillyanna (2). Pam also serves in a broad array of community and industry leadership roles including the Network of Executive Women.

➤ How easily can *your* company answer business-critical questions?

How can I make my trade promotions more effective?

◆ **SALES**

How can I increase sales and profit through effective use of my promotions?

◆ **CATEGORY/BRAND MANAGEMENT**

How do I drive additional growth over last year's contribution?

◆ **FINANCE**

Am I meeting targets or should I reallocate funds?

◆ **DEMAND PLANNING**


Do I have visibility and can I respond to the changing promo demand?

Achieve cross-functional alignment and be more effective with the integrated solution from NeoGrid.

NeoGrid **TPM**

A single cloud-based solution for your business

Request your demo at try.neogrid.com/tpm

 **NeoGrid**

The next generation of integrated supply chain solutions
FOR LEADERS



Tom Burkemper

Sr. Director, Merchandising, 7-Eleven, Inc.

Tom Burkemper is the Sr. Director, Merchandising at 7-Eleven, Inc. in Dallas, Texas. Tom's responsibilities include Strategic Business Unit leadership in support of 7-Eleven's Non-Alcohol categories which include energy, soft drinks, waters, isotonic, juices, coffees, teas, and functional beverages.

Tom's background includes over 20 years of experience working for leading manufacturer's across industrial, consumer package goods, pharmaceuticals, and beverage industries. He has held positions in brand and shopper marketing, sales, trade & category management, retail analytics, e-commerce, and shopper insights.

Tom received his PhD from the University of Notre Dame, MBA and MMR degrees from Southern Illinois University, and Bachelors Degrees from Washington University and Maryville University in St. Louis. He enjoys sports, has an active lifestyle, and is a guitar enthusiast. Tom and his wife Jill have two daughters, one granddaughter, and what he affectionately refers to as his "son"...a 12 year old chocolate lab named Ruben.



Glenn Carlson

Director, CPG Solutions

Mr. Carlson has a versatile background ranging from retail to manufacturer to various solution providers including financial reporting and merchandising at Pathmark, Category Development at The Minute Maid Company, and numerous analysis and client development roles at Spectra, KSS, MEI, DemandTec and IBM. His knowledge and understanding of Trade Effectiveness and Trade Optimization however, and its applicability for field sales organizations, has him engaged at many CPG manufacturers nationwide.



Timothy Chen

CEO, Sereneti Kitchen

A veteran of 3 startups and previously Entrepreneur-in-Residence at Tata Group with expertise in robotics, food, procurement, and business development. In his last venture at Intouch Health, Tim led a team that grew the company from a 20 person startup to a 200+ person global leader in healthcare robotics. Early in his career, he was a pioneer in the daily deals space, connecting online traffic with brick and mortar stores. With a passion for good food and eliminating waste from the food ecosystem, the Sereneti Kitchen team has been featured on the Food Network, TechCrunch Hardware Battlefield, and Syfy's Bazillion Dollar Club.



Jerry Cook

Chief Commercial Officer, Sager Creek Vegetable Company, a Division of Del Monte Foods, Inc.

Jerry Cook is currently the Chief Commercial Officer for Sager Creek Vegetable Company, a Division of Del Monte Foods, Inc. He has a distinguished track record of growing sales and profits, building and reorganizing sales teams, and turning around underperforming business units at both publicly held and Private Equity owned businesses. Prior to Sager Creek, he was Senior Vice President of Sales at Pinnacle Foods, and has held senior level positions at The Hoover Company, Newell Rubbermaid and Sherwin Williams (Consumer Brands).

UpClear®

Sales Planning • Trade Promotion Management • Analytics • Optimization



Cost-efficient **SaaS Model**

Optimized for **Mobility**

Embedded **Analytics**

Integrated **TPO**

Software Supporting Efficient Growth



Ken Dickman

*Principal, Consumer Products & Retail Commercial Transformation Lead,
Ernst & Young LLP*

Ken focuses on increasing revenue and profit growth for both Consumer Products Manufacturers and Retailers by developing and implementing growth strategies and value-based transformation programs. For over 20 years, Ken has helped clients drive consumer-centric performance improvement across brand strategy, product portfolio strategy, category planning and execution, ad/promotion effectiveness, pricing, assortment optimization, profit-based store formatting as well as corporate venturing disciplines, which includes the conception and launch of new businesses and retail formats. He has designed and implemented new business models and associated operating models at both divisional and enterprise levels, domestically and globally. He has published many papers and articles across Trade Promotion Effectiveness, Pricing, Analytics, CP and Retailer Collaboration, and Corporate Venturing. Prior to joining EY, Ken was a Partner with Accenture in their Management Consulting Strategy Practice Group and worked with Accenture for 17 years.



David Dickerson

Sr. National Account Manager, Mars Foods US

David Dickerson is currently a Senior National Account Manager at Mars, Incorporated. With over twelve years of experience in the CPG industry, David has shown a consistent and steadfast determination for profitable growth within many major national accounts, including Target, Costco, Albertson's and Supervalu. David is passionate about the joint business planning process and values the use of predictive modeling to optimize investment decisions while reaching volume and growth targets.

David is a graduate of the University of the Minnesota Carlson School of Management and holds a degree in Entrepreneurial Studies. He currently resides in Minneapolis, Minnesota.



Jason English

Vice President, Goldman Sachs

Jason English is a Vice President at Goldman Sachs with lead coverage of the Packaged Food and Household and Personal Care and sectors. Prior to joining Goldman Sachs, Jason worked on the Packaged Food research team at J.P. Morgan. Previously, Jason spent nine years working in brand management and field sales assignments for companies such as Kellogg, Campbell Soup Company and Inbev. Jason has an M.B.A. in Management and Marketing from the NYU Stern School of Business and a B.S. in Business Management and Marketing from Cornell University.



Tired of running the
same old promotions?

Uncover radically better in-store
promotions by digitally testing thousands
of unique offers with real shoppers.

Visit eversightlabs.com to discover *Offer Innovation*



Where promotions go to work™



David Ganiear

Principal, Strategy&

David Ganiear is a Partner based in Dallas and is aligned to the Digital Business & Technology practice. He specializes in helping organizations drive significant operating income improvement through the development of world-class Trade Promotion Excellence (TPE) capabilities. He has published several TPE-related articles and viewpoints including: *Kicking the Sales Promotion Habit* in *strategy+business* magazine, *Getting Post-Event Analysis Right*, and *A Trade ROI Mindset*. David has developed the Trade Capability Profiler, an innovative tool that allows companies to benchmark their TPE capabilities and estimate potential improvement opportunities.

Prior to joining Strategy& in 2004 as an associate, he worked for IBM and PricewaterhouseCoopers. David earned his Bachelor in Electrical Engineering from Bucknell University and his MBA from Northwestern University's Kellogg School of Management.



Mike Gervasio

Vice President/Category Leadership, PepsiCo

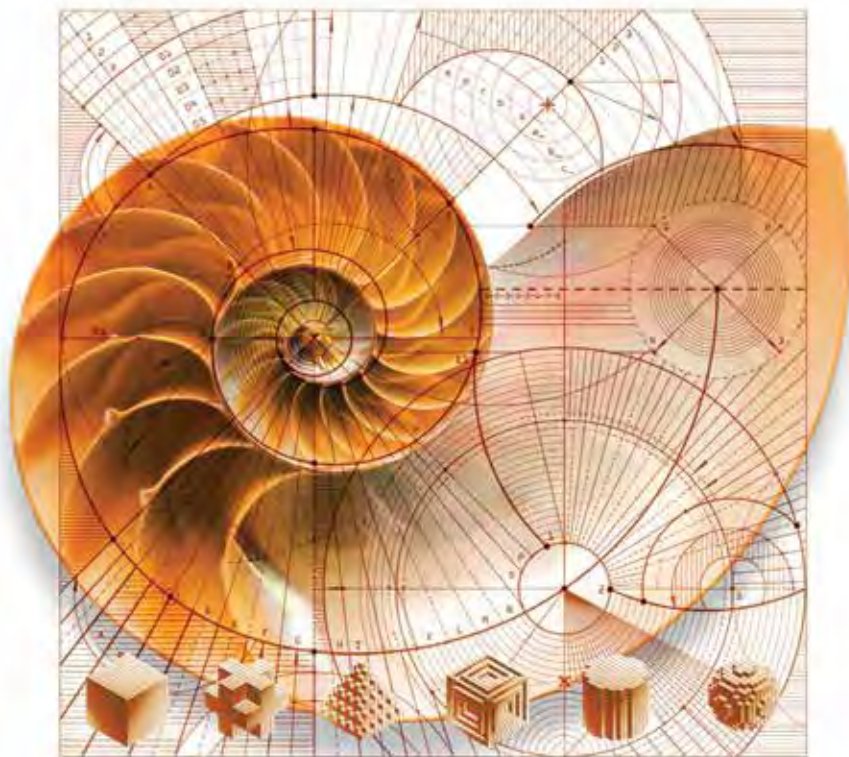
Mike Gervasio is Vice President, category leadership for PepsiCo's entire portfolio of brands and categories. Mike leads a team of category managers focused on turning shopper/category insights into action at retail. The team is focused across all channels of trade with direct account coverage across the U.S.

Prior to his current role, Mike was the Vice President, category management for PepsiCo Beverages. The team was focused across all channels of trade with direct account coverage across 50+ retailers in the US. The team also has a "Space Planning Center" that focuses on assortment and plan-o-gram solutions for our beverage categories.

Mike joined Pepsi in 1999 as a Category Manager on the Kroger team. He then became the Sr. Category Manager for Pepsi on the Kroger account leading a team of dedicated category managers. Mike next served as the Director of Insights on the newly formed Kroger PepsiCo sales team. In this role he led the category management initiatives across all of PepsiCo's divisions including Pepsi, Frito, Quaker, Gatorade and Tropicana. Mike's team helped usher in the "dunnhumby era" at Kroger as a charter partner establishing groundbreaking shopper insights along the way that drove key business initiatives for both PepsiCo and Kroger. Mike also was the Director of Retail Strategy for the PepsiCo beverage business. There, he developed initiatives that informed the 3-5 year sales strategy across key brands and categories. He also developed tactical platforms by channel for the annual operating plan.

Prior to joining Pepsi, Mike spent 11 years in various sales and insights roles with James River Corp. Mike holds a BS in Actuarial Science from the University of Connecticut.

Mike and his wife, Katie, and their three children live in Connecticut.



excellence comes standard.

“ Excellence is to
do a common
thing in an
uncommon
way.”

Booker T. Washington

**Accurate forecasts. Optimized spend.
Increased bottom line.**

For more than 20 years, we've provided strategic sales & marketing solutions to global consumer products companies. With Clarkston, excellence comes standard.

Let's elevate your trade promotion strategy.

www.clarkstonconsulting.com

Copyright © 2015 Clarkston Consulting. All rights reserved.

CLARKSTON
CONSULTING



Mike Gorshe

Managing Director, Consumer Goods & Services/Retail Practice, Accenture

Mike is a Managing Director based out of Chicago in Accenture's Consumer Goods & Services / Retail practice. For the past twenty years, Mike has focused on client engagements throughout the world, supporting manufacturers, retailers, wholesalers, and food agents in the effective management of business change to optimize consumer satisfaction, channel strategy, collaboration and shareholder value.

Prior to joining Accenture, Mike spent 19 years with The Kroger Co. beginning in store management through division operations and merchandising into Corporate Leadership roles and responsibilities. As Corporate Executive Director of Store Operations, Mike supported 11 operating divisions, representing over 900 retail stores and 200,000 associates.

Mike is a frequent industry speaker through academic, industry trade relations associations, trade publications, and conferences.



Chris Hansen

Group Director, Coca-Cola Refreshments

Chris Hansen is a Group Director at Coca-Cola Refreshments with over 15 years of IT industry experience. He is responsible for delivering IT programs and initiatives across the Sales, Commercial and Customer facing functions for the North American business unit. Chris is currently leading a transformational program called Customer1 which is bringing a fully integrated and connected front office to over 20,000 frontline sales and customer facing associates in less than 12 months.



Regina M. Hobbs

Shopper Insights Manager, BIC Consumer Products USA

Regina Hobbs has spent her career supporting CPG sales forces with the information they need to get the job done. Recently, she was selected to launch BIC's first Shopper Insights Department - further enhancing BIC's ability to provide their customers with fact-based intelligence to optimize their category sales. Regina is responsible for insights across BIC's Stationery, Lighter and Shaver businesses. In this position, Regina launched Eversight - a key tool in studying promotion effectiveness.

MAKING DIGITAL

REAL



CPG, Retail &
Manufacturing



Travel &
Hospitality



Banking Financial
Services &
Insurance



Technology
& Media



Analytics



Cloud



Agile



Mobility



Mindtree

Welcome to possible

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from Ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there.



Michael Kantor

CEO and Founder, 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)[™] 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.



Mark Kemmerer

Director, Customer Finance, Del Monte Foods, Inc.

Mark's team responsibilities include sales planning, trade management, trade systems, sales training, sales policies and processes. As the key financial partner to Sales organizations, his team evaluates the business through a financial lens and drives understanding about the implications of trade-off decisions. A significant focal point for the team is driving cross-functional clarity around Trade ROI and promotion performance. Key successes and projects include Del Monte's Trade ROI Workbench, and the company's rapid implementation of SAP.

Prior to joining Del Monte, Mark held the role of business process improvement with Deloitte and then leading ecommerce strategy engagements with Breakaway Solutions. He holds a BA in Economics and Political Science from the UC at Davis, and his MBA from USC. Mark and his wife Amy enjoy spending time outdoors with their family.



Alex Kushnir

Managing Director, Accenture

Alex Kushnir is Accenture's North America Consumer Goods & Services Front Office Practice Leader, with over 18 years of consulting experience helping Consumer Product manufacturers drive profitable growth by transforming their Front Office capabilities. He has extensive hands-on experience in the areas of trade promotion management (TPM) transformation, demand planning and Sales & Operations Planning (S&OP), spend effectiveness, revenue management, customer relationship management (CRM) strategy, supply chain planning, IT strategy, retail execution, and sales force automation (SFA).

Alex received his MBA in 2007 from Emory University and B.S. in Bio-Medical Engineering from Boston University in 1997.



Amjad M. Malik

Vice President, Global Revenue Management, Kellogg Company

Amjad Malik has been Kellogg Company's Vice President of Global Revenue Management since October 2013.

Mr. Malik joined the company in 1995 as an intern for the Statistics department in Battle Creek, Michigan. He has held numerous positions in Statistics, Market Research, Business Management, Customer Marketing, Trade Systems, and Business Analytics before becoming the Vice President of USA Business Analytics in 2010. In this role, Amjad was responsible to manage TPM system, deliver advance analytics for TPM/TPE/TPO and provide support on price and trade promotion best practices across multiple Business Units and Channels.

In 2013 Amjad was appointed to Vice President of Global Revenue Management and given responsibility to extend price and trade promotion best practices globally as well as continue to deliver price and trade promotion analytics and insights for Kellogg USA.

Amjad received his Master's degree in Applied Statistics from Oregon State University, Corvallis, Oregon.

Mr. Malik was born July 9, 1966 in Karachi, Pakistan. He and his wife Saima reside in Portage, Michigan. They have boys – Rahib (12 years), Harris (10 years) and Zayne (6 years).



Gurkan Munsuz

Director of Strategic Pricing, Tyson Foods

Gurkan Munsuz is the Director of Strategic Pricing at Tyson Foods where he leads pricing strategy across Tyson Foods Retail Packaged Brands. Gurkan and team work closely with all Business Units and Sales Organization to develop and implement pricing strategies that help both Tyson Foods and retailer partners win in the marketplace. Gurkan has been with Tyson Foods for the last two years. Prior to that he was with Kellogg's for 10 years covering a variety of roles in Customer Marketing, Customer Investment Strategy, Pricing, Category Management and CRM Analytics. Gurkan began his CPG career in Marketing Research with the Kimberly-Clark organization. He holds a graduate degree in applied economics from Marquette University.



Mark Parker

President & Founder of iQ Solutions, LLC

At iQ Solutions, Mark combines strategic and tactical expertise in customer relationship building, sales force execution, broker management, brand strategy, and systems technology to drive top line growth and fully leverage trade spending. His experience includes Private Equity driven M&A due diligence, leading turnarounds, and directing major integrations of acquired national companies/brands. Previously, he was with Pinnacle Foods as SVP Customer Strategy and Operations, where he led a diverse team to develop executable customer and category strategies to create best-in-class sales initiatives and successfully integrated three major acquisitions. Before Pinnacle he was as VP, Customer Marketing and Planning at Campbell Soup where he led the joint business planning. Prior, he was with Reckitt and Colman in various Sales Management roles. Mark received his B.S. in Business Administration from Wingate College and earned his Food Executive Program Certificate from Cornell University.



Allen Rector

Director, Trade Marketing, Schwan's

Allen brings 16 years of sought-after trade strategy, industry expertise and proven leadership to the Schwan Food Company in his role as Director of Trade Marketing. Prior to Schwan, Allen was the Kellogg's trade marketing and finance lead for the Target and Supervalu sales teams in Minneapolis, and the Kellogg's Snacks trade and finance lead with the Walmart sales team in Bentonville, AR. Allen also held roles within Finance and the Business Units at Kellogg's Headquarters in Battle Creek, MI. Prior to Kellogg's, Allen resided in Olathe, KS and held finance, strategy and leadership roles at Sprint World Headquarters and Deloitte & Touche.

Allen graduated from the University of Kansas with a Bachelor of Science in Accounting and Master's degree in Accounting and Information Systems. Allen currently resides in Eden Prairie, MN and enjoys basketball, coaching, traveling and spending time with his family and friends.



Todd Rigdon

Global Director, Solution Architecture

Todd is the Global Director of Solution Architecture across the Flintfox suite of trade and revenue management solutions. Todd has worked in software and professional services, including sales, design, training, and implementation, for over 15 years. Todd has extensive experience in trade promotion and revenue management, supply chain management and the retail sectors.



Arijit Sengupta

Founder and CEO, BeyondCore

Before founding BeyondCore, Arijit held a variety of technical and management positions at Oracle and Microsoft. Arijit has been granted fifteen patents in advanced analytics, business process as a service, operational risk, privacy and information security. Arijit has guest lectured at Stanford, spoken at conferences in a dozen countries, and was written about in *The World Is Flat 3.0*, *New York Times*, *Forbes*, *Fast Company*, *Harvard Business Review* and *The Economist*. Arijit holds an MBA with distinction from the Harvard Business School and Bachelor degrees with distinction in Computer Science and Economics from Stanford University.



Colby Sheridan

Global Director, Consumer Products Industry Business Solutions organization

Colby Sheridan is a Global Director in the Consumer Products Industry Business Solutions organization. With over 22 years of CP industry experience, Colby brings a real world-based perspective to solving his clients' Trade Management, Sales Execution and Mobility related challenges. His background includes almost 10 years in market research for both Nielsen and IRI, 10 years in Sales and Business Development functions with CP-specific software solution providers, and started his career as a Retail Merchandiser for a Food Broker.



Gary Singer

Principal, Advisory Services, Ernst & Young LLP

Gary Singer is a Principal in the Advisory Services practice of Ernst & Young LLP. Gary is also part of the CPG Commercial Transformation practice where he leads the Sales Effectiveness Offering. Gary focuses on helping Consumer Products and Retail clients grow sales/profitability by developing and implementing improved sales and marketing strategies.

For over 25 years, Gary has developed improved go-to-market strategies for companies in the consumer products industry. His work includes sales process reengineering, retail selling excellence, customer segmentation, marketing mix analysis, trade promotion management, and price/promotion effectiveness.

Prior to joining EY, Gary was a Partner in Accenture's Consumer Goods Management Consulting Practice where he led Accenture's Global Trade Promotion Practice. Gary started his career with Procter & Gamble where he conducted price, promotion, and competitive analysis to drive improved strategies for multi-million dollar brands.



Brandon Stine

Trade Marketing Manager, Mars Foods US

Currently the Trade Marketing Manager for the Mars, Inc.'s U.S. Food Unit, Brandon Stine is a field and headquarters sales leader with multinational experience in three countries and six categories, spanning the likes of national account sales, sales planning, trade funds management, customer marketing, distributor management and import/export. He has led two successful TPO implementations and is currently enjoying the challenge of his first TPM implementation. Due in part to his direct sales experience in the field, Brandon is passionate about converting big data into actionable insight that's dynamic, mutual and accessible at the point of decision-making: where the salesforce meets the customer.

Brandon holds a B.A. in Economics from the University of Colorado. In his spare time, he enjoys the outdoors, hiking, and relaxing on the beaches surrounding Los Angeles, CA, where he lives with his West Highland White Terrier, Iggy.



Tommy Thomas

IT Manager, Colgate-Palmolive, Global Information Technology Department

Tommy is an IT Manager for Colgate-Palmolive in their Global Information Technology Department and is responsible for leading a team that is developing customer planning solutions globally. Tommy joined Colgate-Palmolive in 2007 and has had 10 years of experience with increasing responsibility in designing, developing, implementing and supporting globally deployed solutions leveraging a variety of technologies for sales and marketing. Tommy holds a Bachelor of Science Degree in Computer Science.



Timo Wagenblatt

Head, Consumer Industries Product Area for Sales & Marketing Focused Solutions, SAP

Timo Wagenblatt is Head of the Consumer Industries Product Area for Sales & Marketing Focused Solutions at SAP. Timo is dedicated to software product management for consumer industries for more than 15 years working with clients across the globe building world-class solutions. He has a master's degree in operations research, information systems and economics.



Eddie Young

Senior Vice President of Sales, Sunny Delight Beverages

Eddie Young, Senior Vice President of Sales at Sunny Delight Beverages, joined the Cincinnati-based beverage maker after it was spun off from Procter & Gamble in 2004. Young began his career in beverage sales at Nestlé, but it wasn't until after he joined Minute Maid and began working as a regional sales manager in 2001 that he began to use scenario planning to refine the effectiveness of his company's trade spending at the customer level.



Collaborative Promotion Optimization Summit

Collaborative Marketing Driven by Advanced Analytics Summit

**ENSURING YOUR SUCCESSFUL
TPM-TPO RETAIL EXECUTION JOURNEY**

April 10-12, 2016

InterContinental Chicago Magnificent Mile

Register to attend with your customer team and trading partners

The POI November 2015 Summit was sold out early thanks to our growing community.

Check for updates at <http://poinstitute.com/events/upcoming-event/>

**To attend, present, or sponsor this event,
contact Michael Kantor at mkantor@p-o-iorg**

MAKE PLANS NOW TO JOIN US WITH YOUR TEAM AT

The POI Latin American Summit

Winning with Promotion Optimization in Latin America

*“Strategies to succeed with TPM, TPO,
Sales Effectiveness, and Advanced Analytics”*

July 19-20, 2016 • Miami Beach, FL

The POI Retail Execution Summit

**Gaining Competitive Advantage
with Exceptional Retail Execution**

*“Continuously improving visibility, sales, and
collaboration from headquarters strategy to the store”*

September 27-28, 2016 • Saint Louis, MO

Check for updates at

<http://poinstitute.com/events/upcoming-event/>

Register to attend with your customer team and trading partners

BeyondCORE



One-Click Analysis



Animated Briefing

Your Data, Your People, 5 Minutes

Want a hands-on experience analyzing your own data with instant insights?

- Bring 10,000 to 500,000 rows of your data in a CSV file
- Include a revenue, cost or risk metric that you want to analyze
- Data will be processed on our computer and securely deleted after analysis
- Don't have data handy? Come to our booth for a demo and learn more!

Contact Us! info@beyondcore.com



To help you meet your marketing/merchandising goals, POI is dedicated to providing education, advisory, clarity, and best practice insight. POI provides active leadership, creates and supports the Certified Collaborative Marketer (CCM)[™] Certificate program at SJU and guidance around the unique requirements for partners to optimize their promotions and retail execution to serve customers.

Visit <http://poinstitute.com/manufacturing-services/>

Manufacturer Services

POI helps manufacturer member companies focus on success in the promotion cycle with winning practices through:

- Benchmarking current business practices through best practices and surveys
- Facilitating peer interactions at POI events and through facilitated introductions
- Personalized interactions with POI leadership to discuss your unique situation
- Providing thought leadership for how enabling technologies can meet current and future requirements
- Taking a broad approach to promotions across sales, marketing, finance, and IT departments
- Supporting technology deployments:
- Insight about which vendors are most suitable to your particular situation

POI Supports Consumer Goods Manufacturers in Promoting and Distributing Their Products through:

- Best Practice Reports: POI Access
- Leveraging POI Leaders: POI Deep Dive
- Peer Connection & Collaboration: POI Share
- Education & Training: POI Certified Collaborative Marketer Program (CCM)[™]

For more information, and to become a POI Member, reach us at: mkantor@p-o-i.org

THE CERTIFIED COLLABORATIVE MARKETER (CCM)[™] CREDENTIAL



**ENROLLMENT
IS OPEN**

**Coursework begins
December 16-17, 2015**

**SUMMIT
SPECIAL!**

Sign up for the December 16-17
Orientation during the
POI Fall Summit and receive
\$1,000 off your enrollment.

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)[™]. The next orientation begins December 16-17, 2015, as the Promotion Optimization Institute (POI), in collaboration with Dr. John L. Stanton at St. Joseph's University, Philadelphia, offer an accredited educational program leading to a certificate as a Certified Collaborative Marketer (CCM)[™].

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 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.

Learn more, and enroll today at
<http://poinstitute.com/certification-ccm/>

POI Global Promotion Optimization Summit

Collaborate Globally and Execute Locally

10-11 May 2016 • Brussels, Belgium



Promotion Optimization Institute is proud to lead with its 2ND Annual *International Summit*

Reach out to your European peers to register today!

Sheraton Brussels, Brussels, Belgium
10-11, May 2016



Open for registration go to <http://poinstitute.com>

INTEGRATED
+
INSIGHTS-DRIVEN
+
FLEXIBLE
+
SCALABLE

=

NIELSEN REVENUE MANAGEMENT & OPTIMIZATION (RMO)

Nielsen's RMO software suite is a complete TPM and TPO solution that delivers increased visibility for enhanced decision making and improved trade effectiveness.

Set guardrails, understand drivers, test hypotheses and translate them into a tactical plan to drive win-win outcomes at retail.

**DISCOVER WHY RMO OFFERS YOU THE BEST COMBINATION
OF STRATEGIC AND TACTICAL CAPABILITIES.**

Contact your Nielsen representative or revenuemanagement@nielsen.com.

RUN

like never before.

From fine-tuning your business to transforming it entirely, SAP can help you run in entirely new ways. Accelerate change. Seize opportunity wherever and whenever. Unlock insights instantly. Whatever your vision is, SAP can help you make it real.

Run like never before at sap.com/runbetter

RUN BETTER.

SAP

© 2010 SAP AG. SAP, the SAP logo, and the SAP logo are trademarks of SAP AG in Germany and several other countries.