

As seen in

Shopper Marketing



Who's Who

IN DIGITAL MARKETING TO SHOPPERS

Our fifth annual report recognizes more than 150 brand and retail executives who are making notable contributions in the area of digital shopper marketing.



SABRA DIPPING CO.: RYAN SAGHIR, Director of Digital Marketing



Photo by Mark Conrad

When Ryan Saghir joined Sabra Dipping Co. in 2015, one of his first goals was to bring a different mindset to the Strauss Group and PepsiCo/Frito-Lay joint venture, specifically in terms of digital marketing. The rapid changes that continue to affect the space dictate a new way of thinking, and the role of digital goes beyond omnichannel, he says, adding that many in the marketing world still don't understand what that truly means.

For Saghir, it comes to life in a single statement: "We're no longer operating as digital marketing in an organization; we're marketing now in a digital age," he says. "It's a different way of thinking." Saghir became the company's director of digital marketing in the fall of 2015 as the marketing leadership team established digital efforts as a major priority going forward. Since then, he's successfully built a culture within the company that now includes digital marketing in every conversation.

Moving over from The Dannon Co., where he served as its digital communications manager for nearly five years, Saghir now leads all digital initiatives for Sabra. As the self-described "digital conduit" for the company, he facilitates the digital capabilities needed into every aspect of what they do. Everything digital filters through him, including shopper marketing, e-commerce and social media, as well as the company's work with influencers and how it's reaching consumers online. "My role is to educate and elevate – and to help everyone in this organization integrate this way of thinking about marketing in a digital age," he says.

The multitude of new and innovative ways of reaching consumers creates unique challenges in the space, Saghir says. As rapid change continues, structuring the organization to think about digital differently can only help facilitate the innovation needed to keep up with the changing environment, he says. He and his team collaborate with its partner agencies and the entire marketing department on a daily basis to make that happen.

When it comes to digital innovation, it's a fine line determining how to operate in a way that allows for flexibility while still driving the business forward. Sabra promotes a culture of continuous improvement while taking a few risks. To Saghir, that's crucial. "In this fast-moving digital age, no organization that I know of has truly figured it out," he says. "It's

the strength and conviction of our company culture to 'fail forward; There's no secret sauce – we're all trying to figure it out."

The second year of the company's "Unofficial Meal" campaign launched this spring with even greater digital integration than in its 2016 debut. It's based around those informal moments when friends and family are able to talk and connect over food and drink. "It's our belief that Sabra has such a place in that idea that food connects people because we're the type of product that is meant to be shared," Saghir says. He thinks the best campaigns offer ongoing communication. This year's effort features a greater focus on its strong fan base, influencers and a larger shopper sweepstakes with clay bowls created by artisans from across the country.

Another evolution Saghir points to is the intersection between the shopper marketing and digital teams. The two are intertwined, and rightfully so, he says, to ensure the least amount of communication gaps. Both teams can then "be firing on all cylinders," he says. "We want to be absolutely sure everyone is on the same page so as the world evolves, we don't have any breakdowns on how we operate, or different theories or capabilities."

For Saghir, one of the fastest-growing and most exciting channels is online grocery. He predicts it's where digital marketing is headed and is "the next true big arena" while click-and-collect is the next big trend in disruption. "This is a shift in shopper behavior," he says. "It's one of those things that you don't need a crystal ball to see where the future is heading." He thinks most brands still look at digital very superficially and everyone still is busy interrupting shoppers on that part of the path to purchase.

"When you talk about being omnichannel and truly utilizing the digital touchpoints, it's all very integrated," he says. "Consumers don't care and don't differentiate, and neither should brands. It's not about interrupting; it's about integrating."

Saghir's job is also his passion. As the main cook and grocery shopper in his household, he's been using online grocery exclusively for the past six months. In this digital age, he believes, it's the new way of living. "It's not just a series of cool gadgets and technologies; it's a shift in society and culture. And it all boils down to full immersion. If you're going to learn about it, the best way to do that is to live it."

ICON KEY



Institute member

7-ELEVEN

Rebecca Troutman,
Director, Store Platform
& E-Commerce



AHOLD DELHAIZE



Carrie Bienkowski,
Chief Marketing Officer/
Senior Vice President
of Marketing, Peapod



Bienkowski oversees the marketing strategy and operations to drive new customer acquisition, retention and loyalty. She is charged with creating a differentiated customer experience and optimized customer journey across multiple platforms and devices, and delivering data-driven insights that drive growth.

Tim Furlong, Director,
Customer-Specific Marketing

April Mock,
Senior Manager,
Loyalty Marketing



Mock leads loyalty marketing for Ahold's retail banners, including Giant, Stop & Shop, Giant Food Stores and Martin's. She is responsible for overarching program strategy, ensuring all initiatives are in line with key corporate, brand and customer initiatives.

Matt Simon,
Vice President, Loyalty
& Digital Marketing



Simon leads the team that runs the development of strategy and execution for the core customer loyalty program, personalized offerings, and digital marketing and innovation efforts across the Ahold USA portfolio of local brands.

Robert Welsh,
Senior Manager,
Digital Marketing



Welsh leads digital marketing for Ahold USA banners, including Stop & Shop, Giant Landover, Giant Carlisle and Martin's. He is responsible for managing overall digital product development for websites and mobile apps, and also manages digital channel activation which includes social media, paid media and email.

ALBERTSONS



Dawn Mack, Director,
Digital Customer
Engagement



Mack operationally leads and supports cross-functional teams to engage and drive customers digitally. She also supports the accuracy of targeting digital programs from multiple functional areas.

Karl Meinhardt,
Vice President, Social
& Digital Marketing



Meinhardt oversees all aspects of digital and social strategy and marketing. Having built the team from scratch, he has led it to award-winning social engagement programs, nominations for innovation and a reputation in the CPG vendor community as the "go to" team for leading-edge customer experiences.

ALCON



**Jeremy Brown, Director, Shopper
Marketing, Alcon Vision Care**

AMERICAN STANDARD

**Jonathan Houck, Director of Digital
Marketing, Lixil Water Technology**

BEAM SUNTORY



**Andrea Javor, Senior Director,
Global Digital & Media**

BED BATH & BEYOND

**Jim Halliday, Vice President,
Digital Marketing**

BEIERSDORF



Rob Ciaffaglione,
Team Leader, Shopper
& Customer Marketing



Ciaffaglione is tasked with leading the development and execution of shopper marketing strategies for the e-commerce channel across all Beiersdorf skincare brands including Nivea, Nivea Men, Eucerin and Aquaphor.

BISSELL HOMECARE

**Sarah Basaw, Digital Marketing
Associate Director, Digital Content
and E-Commerce**

**Linda Palus, Director of Digital
Marketing**

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BROWN-FORMAN



Amy Brummer,
Channel Marketing
Manager, Digital &
Portfolio



Brummer leads the development of marketing plans and shopper marketing initiatives for portfolio programs and occasion-based digital activation for national accounts channel teams and general market accounts for the on- and off-premise trade.

Lynette Green,
Global Digital Manager



A seasoned digital marketer, Green leads the strategy design, development and implementation of dynamic consumer-centric digital marketing solutions that drive results across the consumer decision journey for several spirits brands at Brown-Forman.

**Travis Smith, Director, Digital
Marketing COE**

C

CABELA'S

Andrea Grant, Director of Digital Marketing

CAMPBELL SOUP

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Stephanie Wood, Senior Manager, E-Commerce Channel Strategy & Customer Development



Wood is instrumental in expanding Campbell's e-commerce business by developing and supporting key strategic initiatives, including the creation of integrated planning for both pure-play and click-and-collect customers.

CHURCH & DWIGHT

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Corinne West, Associate Digital Strategy Manager

COCA-COLA

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Ashish Arya, Director, E-Commerce & Digital Marketing

Julie Bowerman, Global Vice President of E-Commerce, Shopper Marketing and Digital

Laura Houghton, Director, Digital Shopper & Capability

Nicole Hutcheson, Director, Shopper Strategy & Innovation



Hutcheson leads shopper strategy and innovation, which focuses on delivering solutions designed to enhance the shopper experience within partners' retail spaces. By monitoring emerging trends and technologies, developing innovative platforms and executing learning plans, the team creates cutting-edge strategies that drive the business.

Kyle Lebet, Senior Connections Planning Manager

COLGATE-PALMOLIVE

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marie-Agnes Daumas, Director, Shopper Marketing Center of Excellence, N.A.



Daumas leads the Colgate-Palmolive Center of Excellence, N.A. to build shopper marketing expertise and discipline, and to fuel innovation in the digital shopper and omnichannel space. She works with digital marketing, shopper targeting and geo-location.

Mindel Klein Lepore, Worldwide Director, Global Digital Marketing

Donna Richardsen, Director, Integrated Marketing Communications, North America

CONAGRA

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Jill Kristle, Manager, Digital Marketing

Jon Shen, Senior Director, Digital Marketing, Social Media & Consumer Promotions

CONAIR

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Bradley Mark, Digital Marketing Manager



Mark manages the online presence, social media activity and digital media programming for the company's personal care appliance division. His team is responsible for its digital presentation, a variety of SaaS technology partnerships and providing innovative solutions to better communicate product offerings to loyal consumers while also engaging new audience segments.

CONSTELLATION BRANDS

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Marc Berger, Digital Trade & Shopper Marketing



Berger has 20 years of both digital and traditional agency experience prior to joining the company in 2011. He currently leads shopper marketing digital strategies for both on- and off-premise accounts. Responsibilities include developing innovative solutions in a complex three-tier system.

Karena Breslin, Vice President, Digital Marketing



Breslin manages digital strategy and execution for the company's portfolio of wine and spirits brands. Her organization is responsible for all forms of consumer digital marketing including social media, digital advertising, content marketing and shopper activation. She also leads marketing technology for the organization.

COST PLUS WORLD MARKET

Diane Burnett, Senior Director of E-Commerce Marketing

CVS HEALTH

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Grant Pill, Vice President, General Manager of Digital Omnichannel Retail Business



Pill holds overall strategic and operational responsibility for digital strategy, online merchandising, digital adoption/engagement and omnichannel operations functions. He leads a large team with passion for the customer and deep knowledge of business to create a leading health and beauty omnichannel customer experience with a business model that drives significant organizational growth.

Heidi Rayden, Senior Director, Omnichannel Digital

Sarah Reynolds, Director, Digital Adoption & Engagement

Erin Rosa, Senior Director, Digital Pharmacy and Retail Mobile

Brian Tilzer, Senior Vice President, Chief Digital Officer

Michael Wier, Director, Omnichannel Strategy and Digital Merchandising

Wier is the merchandising lead for e-commerce, photo and omnichannel initiatives at CVS. He is responsible for setting strategic direction across digital merchandising including customer experience, promotion and assortment expansion and partnering with front-store teams to amplify in-store strategy.

D

DANONEWAVE

Tony Fung, Shopper Marketing Manager



Fung brings 10 years of shopper marketing experience, including traditional and digital. He currently leads the shopper marketing and strategic planning for Kroger from an omnichannel approach. He also led shopper for Target, Meijer and Hy-Vee.

DELL

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Lori Pennington, Insights, Shopper Experience & Strategy

DEL MONTE FOODS

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Sarah Morphis, Senior Manager, Digital Marketing



Morphis is responsible for driving the strategic direction and tactical recommendations to achieve brand objectives in digital marketing and e-commerce. This includes digital media, influencer marketing, SEO/SEM and management of the company's owned and social channels.

DOLLAR GENERAL

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Rachel White, Director, Digital & Shopper Marketing

DOW CORNING

Randall Rozin, Global Director, Brand Management and Digital Marketing

DR PEPPER SNAPPLE GROUP

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Robert Stone, Senior Director of the Digital Center of Excellence

DYSON

Karthik Iyer, Head of E-Commerce & Digital, U.S.

E

ELECTROLUX

Bryan McCarter, Director, Digital Marketing, North America

Craig Tinder, Global Director, Digital Experience Solutions

F

FERRERO USA

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Jason Adamski, North American Consumer Connections Lead

FOOD LION

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Justin Baynton, Manager of Digital and Interactive



Baynton is in charge of strategic development and implementation of the digital marketing roadmap that encompasses web, mobile, social and cross-channel media platforms. He has strong skills in consumer engagement, site optimization, web usability, search engine marketing, social media marketing, conversion rate optimization, analytics and website development.

G

GENERAL MILLS

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Christine Scott, Assistant Manager, Integrated Shopper Marketing



Scott leads digital innovation, focusing on the development of insight-based capabilities that drive value for shoppers, retailers and brands.

GEORGIA-PACIFIC

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Mike Feldman, Shopper Marketing Manager



Feldman is responsible for shopper marketing media strategy and capability building for Georgia-Pacific. Responsibilities include developing POVs related to retailers as publishers and ensuring the shopper media plans are integrated with the national media efforts.

Tamika McCoggle, Senior Manager, Digital & E-Commerce Marketing

Evana Oli, Manager, E-Commerce & Digital Shopper Marketing



Oli leads shopper marketing for Georgia-Pacific's consumer brands on Amazon.com. In her role, she oversees media, search and merchandising, and helps build digital capabilities to drive profitable growth for the company.

GLAXOSMITHKLINE

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Jason Herman, Director, Marketing Operations

Meredith Herman, Digital Marketing and Omnichannel Director, U.S. Consumer Healthcare



Herman sets the digital and e-commerce strategy for Consumer Healthcare NA and is responsible for championing digital capability and excellence, including developing strategic partnerships, building training programs and sourcing innovation platforms. She advises more than 28 brands in four different OTC categories on their respective digital vision, strategy and execution.

GOODYEAR TIRE & RUBBER

Michael Dauberman, Senior Director, Shopper & Interactive Marketing

H

HANNAFORD BROTHERS

John Giaquinto, Director of Customer Loyalty

H-E-B

Ashwin Nathan, Vice President, Digital Strategy & Marketing

HEINEKEN USA

PATH TO PURCHASE
INSTITUTE

Haley Rubin, Digital Shopper Media Lead



Rubin leads the company's digital shopper marketing media strategy and implementation, including overseeing the effective embedding of digital shopper touchpoints within all of its national, regional, channel and customer level program executions, and leads the path-to-purchase capability agenda to showcase the power and effectiveness of targeted digital shopper marketing executions.

HERSHEY

PATH TO PURCHASE
INSTITUTE

Christopher Cox, Global Digital Marketing

HOME DEPOT

Dave Abbott, Vice President of Integrated Media/Online Marketing

Kevin Hofmann, President, Online & Chief Marketing Officer

HONEYWELL

Dane Hartzell, Global Director of Digital Marketing

Patrick Rotering, Director IT, Total Customer Experience Solutions

HORMEL FOODS

Scott Weisenbeck, Director, Integrated Marketing

INTEL

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INSTITUTE

Cyndi Brigham, Global Digital Retail Program Manager



Brigham is responsible for building digital strategies and shopper-centric global programs, more specifically mobile marketing programs that can help shoppers navigate throughout the digital shopper journey down to purchase with major retailers worldwide.

Ian Freitas, Global Digital Retail Marketing Manager



Freitas is responsible for building digital strategies, shopper-centric global programs and performance analysis of activations that can help shoppers navigate throughout the digital shopper journey down to purchase in major e-commerce accounts worldwide.

JACK LINK'S

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INSTITUTE

Jeff Kjome, Director, Shopper Marketing and Retail Activation



Kjome oversees shopper marketing, e-commerce and business development opportunities at Jack Link's that pair brand initiatives with retailer strategies to drive category sales.

J.M. SMUCKER

PATH TO PURCHASE
INSTITUTE

Callie Hartzell, Director of E-Commerce Sales & Marketing, Natural Balance Pet Foods



Hartzell drives strategy, development and execution of pet e-commerce sales & marketing initiatives.

Tina White, Senior Manager, Digital/Consumer Experience

JOHNSON & JOHNSON

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INSTITUTE

Chad Mizee, Director, Digital Marketing Strategy, U.S. OTC



Mizee leads digital strategy for Johnson & Johnson Consumer's OTC business, including brands Tylenol, Zyrtec, Pepcid and Lactaid. He is responsible for e-commerce, media efficiency and effectiveness, digital content and analytics, and consumer experience.

KELLOGG

PATH TO PURCHASE
INSTITUTE

Dan Cooke, General Manager, E-Commerce



Cooke is currently charged with embedding an enhanced portfolio of digital capabilities to foster a deeper level of collaboration among retailers. His team also leads the curation of content for display on the digital shelf, designed to engage, motivate and convert shoppers for Kellogg's vast portfolio of brands.

Gail Horwood, Senior Vice President, Integrated Marketing

Kevin Sidell, Associate Director, Experience Planning



Sidell is the experience planning lead for several of Kellogg's U.S. Morning Foods brands, promotional events and shopper marketing activations, guiding messaging to consumers and shoppers at key points along the path to purchase via digital and offline channels.

KEURIG GREEN MOUNTAIN

PATH TO PURCHASE
INSTITUTE

Matt Colby, Director, Digital Shopper Marketing

KIMBERLY-CLARK

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INSTITUTE

Meg Way Edgin, Global Director, Integrated Media IQ & Platforms



Edgin leads a team responsible for raising the integrated media & digital IQ of the global brand-building organization. She leads the development of best practice, innovation and strategy in the digital, media, social, mobile and CRM space supporting all brands such as Huggies, Pull-ups, U by Kotex and Kleenex.

KOHL'S

Cherise Ordlock, Senior Vice President, Digital

KOHLER

Shane Judd, Vice President – Marketing, Kitchen and Bath Americas

KRAFT HEINZ

Kent DeCesare, Senior Manager, Digital Marketing/CRM

KROGER

Matt Thompson, Vice President, Digital Business

L

L'OREAL

Vivianna Blanch, Vice President, Integrated Consumer Communications, Multi-Cultural and Specialty Beauty



Blanche oversees all TV, print, digital and social media planning and buying; leads the high-growth commerce direct-to-consumer channel, as well as multiplatform marketing partnerships/sponsorships. She also handles brand content and branded video platforms.

Marnie Levan, Assistant Vice President, Digital & Social, Maybelline New York

Rachel Weiss, Vice President, Digital Innovation & Entrepreneurship

LOWE'S

Gihad Jawhar, Vice President, Digital

Michael Ryan, Director, Digital Marketing & CRM

Brad Walters, Director of Social Media & Content Strategy

M

MARS CHOCOLATE US

PATH TO PURCHASE INSTITUTE

Bill Dillon, Senior Manager, E-Commerce/Digital Markets

Amanda Zaky, Senior Manager, Interactive

MASCO

Tanuja Singeetham, Vice President of Digital Marketing

MASTER LOCK

Marti Gahlman, Director, E-Commerce



Gahlman launched the company's first full-service website and helped to develop a successful strategy for e-commerce, digital marketing and related web services.

MATTEL

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Hadi Abrishamchian, Senior Manager, E-Commerce Expansion



Abrishamchian leads e-commerce expansion initiatives for all Mattel and Fisher-Price Brands. He has launched new storefronts on marketplaces such as Walmart and eBay. He continues to lead as the business manager for all new activations.

Mia Pierantozzi, Digital Media Manager

MEAD JOHNSON NUTRITION

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Sherilyn Garrard, Manager, Social & Digital Consumer Programs & E-Commerce

MEIJER

PATH TO PURCHASE INSTITUTE

Michael Ross, Vice President, Digital Shopping & Customer Marketing



Ross leads customer marketing, loyalty, marketing analytics, payment solutions, marketing, digital/mobile marketing strategies and emerging technology for the Grand Rapids, Michigan-based chain.

MILLERCOORS

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Brian Pokorny, Senior Manager, Digital Marketing



Pokorny works with the digital media and marketing teams to reach legal drinking age beer shoppers through programmatic, social and search media.

Josh Wexelbaum, Marketing Director, Emerging Brands

MOET HENNESSY USA

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Heather Bergstein, Director, E-Retail



Bergstein has oversight of Moet Hennessy USA's e-retail strategy and roadmap. She is focused on enhancing and elevating e-retail activation, capabilities and tools, cultivating retailer and pure-player partnerships and driving innovation through trendspotting, market analysis and channel-specific opportunities assessment.

Isabela Gabaldon, E-Retail Manager, Southeast Region

Gabaldon leads digital commercial sales efforts and works with the SE Region sales team along with distributor managers/consultants to drive the company's digital visibility, e-commerce sales and performance with key retailers/chains in the fast-growing segment of on-line beverage alcohol sales.

Kyle Yearick, Vice President, Trade Marketing

MOHAWK INDUSTRIES

Amy Lutz, Director, Digital Marketing

MONDELEZ INTERNATIONAL

PATH TO PURCHASE INSTITUTE

Bob Rupczynski, Vice President, Global Head of Media, Data, Digital

N

NBC UNIVERSAL STUDIOS

Joseph Eibert, Vice President, Digital Marketing

NESTLE USA

PATH TO PURCHASE INSTITUTE

Ginger Guthrie-Wilson, Shopper Marketing Manager, Category & Shopper Center of Excellence



Guthrie-Wilson manages advanced shopper strategy, with an emphasis on digital activation, new technologies and portfolio marketing. She also leads new vendor/partner relationships and innovative programs to accelerate trial for new item launches, stimulate cross-category purchase and build basket size and loyalty among shoppers.

BISSELL HOMECARE: LINDA PALUS, Director of Digital Marketing & E-Commerce



Photo by Brian Morrison

Linda Palus first got her feet wet in the digital space in the late 1990s. Shortly after being hired as a marketing manager at advertising agency TMP Worldwide, the company merged properties to form the job website known as Monster.com.

Palus was promoted twice in the year that followed as Monster rapidly grew into a global resource. “After that, I was hooked on digital,” she says.

Other positions along the way have cultivated her experience and passion for digital and e-commerce. Palus has managed the global digital marketing, CRM, social media and e-commerce initiatives for SC Johnson; built the direct-to-consumer e-commerce and digital/social marketing initiatives for Terlato Wines International; and expanded Funjet Vacations’ direct-to-consumer e-commerce site.

In her current role, Palus leads a team of six at Bissell Homecare, working to initiate and optimize digital marketing strategies. This includes CRM, web and mobile design, SEO, user experience and more. She also is responsible for the company’s direct-to-consumer e-commerce site as well as developing its data marketing strategy.

“Developing content that is personalized, relevant and that will engage consumers across channels, including all retailers and devices, is a high priority,” Palus says of her current projects. “We are also focusing on capturing, connecting and leveraging data to activate our brand lovers.”

Digital marketing and shopper marketing teams at Bissell meet regularly to not only identify and implement promotions but also to share and test new ideas and tactics. Conferences, seminars and meetings with vendors keep team members up-to-date with digital best practices, services and products. “In addition, I actively try new technologies and user experiences as a consumer,” Palus says.

When it comes to the next big industry disrupter, she points to virtual reality. Imagine mobile-enhanced virtual reality experiences and v-commerce once more consumers have their own VR headsets, Palus says.

New shopping models such as subscription services (Birchbox, Blue Apron) and one-time rentals like Rent the Runway will further disrupt

what was once traditional shopping. “We have and will continue to see increases in immersive shopping experiences, both offline and online, that are highly engaging, customized and interactive,” Palus says.

The advances and opportunities still to be explored with mobile also excite her, as does shoppers’ increasing use of mobile payment solutions. “The amount of people who research a product online via a mobile device while in-store and/or purchased an item online from their mobile device while shopping in a store is growing rapidly, so brands and retailers need to optimize and facilitate these mobile-based researching and shopping behaviors to keep up with, and stay ahead of, consumer behavior,” Palus says.

She thinks successful marketers are doing the same with beacons and geofencing – finding ways to activate shoppers wherever and whenever and for whatever they want to purchase, both offline and online. With some shoppers not in favor of the push strategy, Palus says companies need to be judicious in serving offers and creating a high degree of personalization.

The amount of information available can help with that high-level customization, and it’s one of the things that keeps Palus excited about the industry. The ability to collect, analyze and leverage a vast amount of data to improve performance or customize interactions is one of the primary reasons she says she enjoys working in the digital and e-commerce spaces.

Motivation comes from constantly testing and learning new technology and data-marketing tactics to engage consumers and meet business goals. Palus never stops pondering ways the company can improve: How can Bissell elevate both offline and online consumer experiences? How can the company better measure attribution and increase media and marketing effectiveness? What unique experiences, products and services can it offer consumers?

“I love that the world of digital is constantly changing – never a dull moment,” Palus says.

NESTLE-PURINA

PATH TO PURCHASE
INSTITUTE

Linda Hervatin, Director, Shopper Marketing



Hervatin is responsible for digital and e-commerce shopper innovation. She focuses her team on understanding emerging shopper trends and technology, identifying new opportunities to influence the pet shopper's behavior and developing new shopper marketing capabilities for Nestle Purina Petcare.

NORTHERN TOOL & EQUIPMENT CO.

Nate Miller, Vice President, E-Commerce Marketing & Web Design

P

PEPSICO

PATH TO PURCHASE
INSTITUTE

Dana Lawrence, Senior Director of Marketing, Shopper Marketing Programs & Digital Media



Lawrence leads the development of shopper marketing brand programs, including Lay's, Doritos, Ruffles, SunChips, Stacy's, Mountain Dew and Starbucks, at PepsiCo's top 10 customers. She also leads digital media strategy and program planning to drive shopper conversion.

Elena Parlatore, Director, Quaker Digital & Social Marketing

Marisa Perez, Vice President, Customer Management



Perez leads Frito-Lay's regional customers, business planning and capability agenda which includes digital marketing and omnichannel integration. Over the years, she has held various sales and marketing roles across PepsiCo. Her experience in digital marketing with both retailers and brands is very unique.

Brandi Ray, Director of Marketing – Digital Shopper Conversion

PETSMART

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Brent Cooke, Vice President of Loyalty, CRM & Marketing Insights

PFIZER

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INSTITUTE

Bryan Chupp, Director, Digital Marketing



Chupp directs the digital marketing team that is responsible for creating and executing digital strategies for each PCH brand and launching capabilities, technologies and best practices that lift performance of all the brands.

Tara Thomas, Director, Global Digital Strategy

PHILIPS

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INSTITUTE

Kelly Downey, Vice President, Digital & Shopper Solutions



Downey is driving the evolution of Philips NA into a world-class leader in both digital and consumer care and marketing. She is responsible for the overall vision, strategy, operating plan, and execution for Philips NA digital excellence, consumer care, creative services and shopper marketing.

Erica Urrutia, Digital Center of Excellence Lead



Urrutia leads the digital center of excellence team at Philips with a focus on content and analytics. She is responsible for building digital capabilities and partnering with the brand and sales teams on strategy, plans, analysis and optimizations.

PINNACLE FOODS

PATH TO PURCHASE
INSTITUTE

Eric Rudolph, Director, Club & E-Commerce



Rudolph's objective is to drive Pinnacle's portfolio and customer strategies using the e-commerce platforms to capture consumers throughout the path-to-purchase process.

PROCTER & GAMBLE

PATH TO PURCHASE
INSTITUTE

Jordan Denton, Shopper Insights Senior Manager, NA, E-Commerce



Denton uncovers and activates powerful shopper and user experience insights that drive strategy, deliver breakthrough shopping experiences and optimize initiatives for CPG at the largest e-commerce retailers in the industry.

Ashley Diamond, E-Commerce Customer Team Leader

Bruce Lux, Global Digital & E-Commerce Marketing Leader

Jason Partin, Associate Brand Director, E-Commerce & Shopper Marketing

R

RB

PATH TO PURCHASE
INSTITUTE

Mark Sorrentino, Head of Shopper Marketing



Sorrentino has 20 years of experience in the CPG industry, and 10 years focused on shopper marketing. He currently leads all shopper marketing efforts for Lysol, Airwick, Mucinex and Airborne, while also leading digital marketing efforts as part of the company's overall integration activation plans for its top customers.

ROBERT BOSCH

Sonesh Shah, Director of E-Commerce, Digital Marketing and IoT



Shah has broad experience, from logistics to engineering to finance and now marketing, allowing him to have a holistic customer view. He currently leads a team that spans all digital touchpoints for two power tool brands, Bosch and Dremel.

RUST-OLEUM

Lisa Bialecki, Senior Director, Integrated Communications

S

SABRA DIPPING CO.

PATH TO PURCHASE
INSTITUTE

Ryan Saghir, Director, Digital Marketing

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SC JOHNSON & SON

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INSTITUTE

Amy Dragland-Johnson, Director, Shopper Marketing



Dragland-Johnson leads the North America shopper marketing function for SC Johnson. The shopper marketing team partners with their global brand teams to deliver innovative, digital programming to their retailer customers and shoppers.

SCOTTS MIRACLE-GRO

PATH TO PURCHASE
INSTITUTE

Kip Edwardson, Director of Digital Marketing



Edwardson leads digital marketing for Scotts Miracle-Gro, which has some of the most recognizable brands in lawn and garden. His team is responsible for the execution of digital strategy across online campaigns including online advertising, pay-per-click and search, landing page development and reporting.

SEVENTH GENERATION

PATH TO PURCHASE
INSTITUTE

Lynnette Montgomery, Business Development Leader, E-Commerce



With more than 18 years of e-commerce and digital marketing experience for brands in both the consumer product and retail sectors, Montgomery oversees the strategy, execution and management of the e-commerce channel for Seventh Generation.

SHERWIN-WILLIAMS

Meghan Vickers, E-Business Marketing Director

SOUTHEASTERN GROCERS

George Smith, Director, Digital Marketing and Personalization



Smith manages all digital channels for SEG. He oversaw the digital communication of the largest marketing campaign in SEG history, which involved coordinating several different teams to accomplish the creation of a new web customer experience, personalization and new mobile apps.

STANLEY BLACK & DECKER

Robert Ross, Vice President, Digital Product Innovation & Marketing

SUN PRODUCTS CORP.

PATH TO PURCHASE
INSTITUTE

Ken Krasnow, Vice President of Digital and Consumer Activation



Krasnow leads digital marketing, shopper marketing, merchandising and national promotions for Henkel N.A., the parent company of Sun Products. He is a key member of the Henkel Ventures team. In this capacity, he focuses on generating and evaluating deal flow within white space product, marketing technology and IoT search fields.

T

TARGET

PATH TO PURCHASE
INSTITUTE

Lori O'Neal, Senior Director, Target Media Network Sales & Strategy



O'Neal and her team are responsible for partnering with brands and agencies to deliver relevant media solutions and insights. She works with some of the nation's largest brands to evangelize the power of leveraging rich data to drive impactful advertising outcomes.

David Peterson, Vice President, Target Media Network



Peterson leads Target Media Network which offers robust digital advertising solutions to Target's vendor and brand partners. TMN helps advertisers connect with guests to discover the brands, deals and products they love across Target.com, mobile and other owned platforms as well as across Bullseye Marketplace, a curated group of premium publishers and social platforms.

Brent Rosso, Vice President, Digital Media

TIME INC. RETAIL

PATH TO PURCHASE
INSTITUTE

Christine Austin, Customer Marketing Director

Melissa Cook, Senior Marketing Manager

Holly Oakes, Brand Director

TTI FLOOR CARE NORTH AMERICA

Jim Deitzel, Director, Digital Marketing

TYSON FOODS

PATH TO PURCHASE
INSTITUTE

Wendyjean Bennett, Senior Director Media & Experiential Marketing



Bennett leads a team consisting of consumer promotions, shopper marketing and activation. The group's work encompasses digital, print, in-store, coupon and social influencer tactics.

Karen Doan, Senior Shopper Marketing Manager



Doan has more than 25 years experience working in sales at CPG companies like Unilever, Dole and Del Monte. She has worked in shopper marketing for the past decade.

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UBISOFT

PATH TO PURCHASE
INSTITUTE

Paul Audino, Senior Manager,
Shopper Marketing

UNILEVER

PATH TO PURCHASE
INSTITUTE

Doug Straton, Vice President, Digital,
E-Commerce/Omnichannel, Data

W

WAKEFERN FOOD

Karen Gozzi, Vice President, Social
Media, Digital Advertising & Content
Creation

Donna Zambo, Director,
Digital Commerce &
Innovation



Zambo heads up Wakefern's ShopRite from Home online grocery business and company insights and analytics. Her responsibilities include oversight of ShopRite from Home operations and product content, ShopRite Mobile Scan and loyalty-card-data analytics.

WALGREENS

PATH TO PURCHASE
INSTITUTE

Mark Angeloni, Senior Manager,
Digital Commerce Strategic Planning
& Analysis

Adam Kniec, Senior
Director, Mobile, Social,
Content & Performance
Marketing



Kniec leads the company's strategy for how it delivers a customer-first approach to digital marketing across mobile, social, content and performance marketing. From SEO and SEM to its award-winning mobile app, the team is at the forefront of creating innovative ways to drive a meaningful return for the organization.

Mark Sciortino, Divisional Vice
President, Brand Marketing Strategy
& Planning

WALMART

PATH TO PURCHASE
INSTITUTE

John Boswell, Senior Vice President,
Insights & E-Commerce, Sam's Club

Thomas Hoehn, Senior Director,
Digital & Social Marketing

David Luebke, Director of Digital
Marketing

Kelly Thompson, Senior Vice President,
Global Category Development &
Merchandising Solutions

WD 40

PATH TO PURCHASE
INSTITUTE

Paige Perdue, Director,
Digital Marketing

Perdue has held various marketing positions in her 23 years at WD-40 Co. Since 2007, her focus has been on driving the company's digital initiatives for all brand websites, social media, CRM, e-commerce and mobile.

WHIRLPOOL

Niels Aillaud, Head of Digital
Marketing/CDO

Colette Matthews, Ph.D., Director,
Global Innovation & Strategy

WM WRIGLEY JR.

PATH TO PURCHASE
INSTITUTE

Danielle Feinstein,
E-Commerce Shopper
Marketing Manager



WILTON INDUSTRIES

Sean Foote, Director
of Digital Marketing



Foote is an accomplished senior manager with a proven ability to develop and implement marketing strategies that support business and financial objectives. He has 14 years of collective professional experience in digital marketing, analytics, demand generation, brand development, print/web design, web development, photography and sales enablement.

WONDERFUL

PATH TO PURCHASE
INSTITUTE

Brien Grant, Senior Vice President,
Digital

Y

YANKEE CANDLE

Patrick Livingston, Director,
E-Commerce Marketing