

As seen in

Shopper Marketing

WHO'S WHO

in Insights, Analytics & Data



Despite a vast array of methodologies and a wide variety of job titles, this elite group of nearly 200 marketers shares the common goal of understanding what motivates shoppers so their CPG brands and retailers can deliver better solutions more efficiently.





Photo by Timothy Shonnard

ALBERTSONS COS.: DEB FFILES, Vice President, Consumer & Shopper Insights

Deb Ffiles began her insights career at Information Resources Inc. in Chicago, then moved to San Francisco to help establish its client service presence on the West Coast. After six years at IRI, she joined the client side and held positions of increasing responsibility for syndicated and custom research at The Clorox Co., Golden Grain/Quaker Oats and Del Monte Foods, where she led the function as the market research director. Twelve years ago she received a call that Safeway wanted to establish and build a consumer insights function. She jumped at the opportunity to create a department from scratch.

Describe your current role.

FFILES: I lead the Albertsons Cos. consumer and shopper insight function, which is responsible for primary research across the enterprise. My team champions the voice of the shopper and the use of insights in decision-making and planning, partnering with national and division teams to ensure that consumer and shopper understanding is used to grow shopper loyalty and improve ROI.

How do shopper insights fit into your organization?

FFILES: Shopper insights plays a critical role in the organization by providing an understanding of the “why” behind shopper behavior and perspective on the external landscape and trends that shape the near and long-term future of grocery retail.

What emerging technology and techniques do you leverage to develop insights at Albertsons?

FFILES: We test and learn with a variety of technologies and techniques to uncover new insights and/or be more efficient in our work. Experimenting early is critical so we learn where and how best to apply and are ready to implement when an appropriate issue arises.

Are any recent trends significantly impacting your team’s work in insights?

FFILES: We’ve been focused on omnichannel for some time now and continue to adapt our work as the number of digital tools and channels a shopper uses throughout their journey grows. We leverage our proprietary online insights communities to obtain shopper

feedback on emerging digital tools and services both within and outside of grocery retail. In this way we can understand the underlying needs and highlight opportunities for the business.

What recent work by your team stands out to you?

FFILES: The work that stands out to me the most are the “State of the Shopper” presentations my team develops to kick off annual planning sessions for various business units across the organization. It requires synthesizing a wide range of internal and external data sources to set the stage for what’s going on with the shopper today and to provide perspective on future opportunities. This work is also shared in training sessions as we build toward a more customer-centric organization. Our flagship competitive tracking study, which measures our position and performance in the marketplace, is a key input to these presentations for both the national and division teams.

What’s the most rewarding aspect of your work?

FFILES: I’m rewarded by seeing our work drive short-term and long-term decisions and planning. I’m equally rewarded by seeing the pride in my team members’ faces when their hard work is acknowledged. They absolutely deserve it.

What’s the biggest challenge facing shopper insights?

FFILES: The pace of decision-making and the increasingly compressed timelines to launch are the not-so-new challenges we face. Ensuring our toolbox has options to accommodate, anticipating needs and prioritizing against the most important initiatives are ways we’ve adapted over the years.

What’s next for the insights discipline?

FFILES: Insights will continue to grow in influence as competition for shopper attention intensifies. Personalization is a base expectation of shoppers today, and deep understanding of their increasingly diverse needs, preferences and motivations across the broad context of their life is the path toward ensuring relevance, breaking through and driving growth.

— Institute Staff

ICON KEY

PATH TO PURCHASE
INSTITUTE

Institute member

3M

PATH TO PURCHASE
INSTITUTE

KEITH ALBRIGHT, Global Shopper Leader

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A

ABBOTT

PATH TO PURCHASE
INSTITUTE

DAVORA BEATTY, Senior Manager, Shopper & Category Insights



Beatty leverages forward-thinking, shopper-insight stories and cross-team collaboration to lead the development of integrated strategies and omni-retail action plans. These include activation elements for health care integration, personalization and digital that are utilized to drive category and Abbott brand growth.

AHOLD DELHAIZE

PATH TO PURCHASE
INSTITUTE

STEPHEN BETTENCOURT, Director, Consumer Insights and Business Analytics



Bettencourt and his team are responsible for turning shopper insights and behavioral data into actionable knowledge, creating a deep understanding that drives connections between shopper motivations and business objectives.

DAREN RUSS, Director, Strategy & Innovation

EMILY STEINKAMP, Analyst, Consumer Insights



Steinkamp is a well-rounded analyst who brings experience across multiple industries to her unique perspective on syndicated data and consumer insights. She successfully integrates market and survey data with new research methodologies to drive strategic direction from Giant's customers' perspective.

JASON THOMAS, Manager of Shopper Insights, Food Lion Strategy Team



Co-founding the shopper insights practice at Food Lion in 2008, Thomas now utilizes shopper data to measure and influence strategic initiatives for the banner, combining behavioral analysis and customer sentiment to paint holistic pictures.

ALBERTSONS

PATH TO PURCHASE
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PAULINE BERRY, Director, Consumer & Shopper Insights



Berry provides understanding of the retailer's shoppers, how they make store decisions, and how to best communicate with them. Specific areas of focus include advertising, shopper marketing and e-commerce.

DEB FILES, Vice President, Consumer & Shopper Insights

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KATHY HAYES, Director, Consumer & Shopper Insights

GAUTAM KOTWAL, Executive Vice President, Chief Data & Analytics Officer



Kotwal leads Albertsons' innovation efforts to drive value, create competitive differentiation and design individualized shopper experiences across platforms.

ALCON

CHRIS SUMMONS, Director, U.S. Vision Care Marketing

AMERICAN GREETINGS CORP.

PATH TO PURCHASE
INSTITUTE

TODD FRASER, Director, Business Intelligence

BETSY KING, Senior Consumer Insights Analyst

TAMARA ZAWODNY, Manager, Consumer Insights

B

BAYER HEALTHCARE

PATH TO PURCHASE
INSTITUTE

KEVIN ALCOTT, Director, Category & Shopper Solutions, Walgreen's Team

FRANK FAY, Manager, Category & Shopper Solutions



With more than 30 years in sales leadership/category management, Fay leads insights and solutions within nutritionals and digestive health. He works collaboratively with brand, shopper marketing and sales strategy to build vision and provides insights to understand the omnichannel shopper.

RICH KLOENNE, Senior Manager, Shopper Insights



Kloenne leads the shopper insights team in uncovering deep insights and partnering with the shopper marketing and category solutions teams to develop transformative action at retail. He is responsible for providing guidance across the entire OTC portfolio as well as an understanding of the total healthcare environment.

ROBERT SKEHAN, Senior Manager, Category & Shopper Solutions



Skehan developed and leads a five-year category strategy and vision for Bayer that is utilized as a global model for the organization to drive both growth and innovation. He and his team are customizing it by country and retailer to meet their different consumer and shopper needs.

SCOTT TRAISTER, Manager, Shopper Insights

BEAM SUNTORY

ANNE FRITSCHÉ, Senior Director, Consumer and Marketplace Insights

JACKIE HILLBACK, Vice President, Consumer Insights

BEST BUY

LAURIE KRAUSE, Vice President, Market and Consumer Insights



Krause is responsible for business and market intelligence, marketing and consumer research, customer experience insights and advanced analytics, enabling fact-based organizational decision-making and strategy development. Prior to joining Best Buy, she was with Ally Financial (formerly GMAC), where she helped transform a 90-year-old captive auto finance firm into a customer-centric online banking brand.

BIC

PATH TO PURCHASE
INSTITUTE

PAT FITZSIMONS, U.S. Team Leader, Shopper Insights and Category Management

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MELISSA ZWEIG, Shopper Insights Manager

BIGELOW TEA

MICHELE PENAKE, Category and Shopper Insights Manager

BIMBO BAKERIES

PATH TO PURCHASE
INSTITUTE

CARL WERMERS, Director, Business Insights



Wermers' career ranges from being the project leader for the introduction of Thomas' Bagels and Entenmann's Little Bites to developing insights impacting category management, shopper marketing, brand and portfolio strategies, and new product development.

BROWN-FORMAN

PATH TO PURCHASE
INSTITUTE

LORI OLES, Shopper Insights Group Manager



Oles leads the shopper insight function for on- and off-premise. Her team is focused on the development and delivery of insights to drive category and brand growth.

BUTTERBALL

NATALIE KINNEY, Director of Insights



Kinney is an experienced marketing professional with a strong background in brand management, profit and loss management, market research, cross-functional team leadership, full product lifecycle management, and innovation.

CAMPBELL SOUP

PATH TO PURCHASE
INSTITUTE

DAWN AHO, Senior Manager, Syndicated Research & Analytics

ERICA BEILENSON, Shopper Insights Lead

KRYSTIE CUMMINS, Shopper Insights Lead

DEIDRE FORCILLO, Senior Manager, Retail Insights

NICOLA MCGUCKIEN, Team Lead, Category Development (Strategy & Development)



McGuckien leads the category strategy and category management team supporting all three divisions: Campbell Snacks, Campbell Meals & Beverages and Campbell Fresh. Her team is responsible for creating category strategies that will accelerate growth with customers and partnering with sales to optimize category distribution and shelving across all classes of trade in the U.S. market.

JON TROY, Director, Category Strategy and Retailer Insights



Troy leads a category strategy team that conducts research and develops DSMP (distribution, shelf, merchandising and pricing) strategies for the key Campbell's categories. His goal is to recommend category strategies and actions to Campbell's customers via its category management team that provides the greatest shopper experience and drives category and brand sales.

CLOROX

PATH TO PURCHASE
INSTITUTE

KAREN CHEN, Associate Director, E-Commerce and Omnichannel Insights



Chen drives omnishopper and e-commerce insights to accelerate Clorox's e-commerce vision and strategy.

ANITA CRAIG, Global Insights Manager



Supporting the Clorox Walmart and Sam's Club teams, Craig is responsible for bringing the shopper to life with actionable insights that lead to shopper connectivity and sales growth.

BRIAN HOFFSTEDDER, Director, Shopper & Retail Insights



Hoffstedder leads a team of insights experts whose purpose is to create exceptional value for shoppers by building better shopping and purchase experiences, and whose vision is to be trusted advisors and growth engines for omnichannel retail.

CAROLINE KLOMPMAKER, Director of Global Insights, NutraNext Division

AMY STEVENS, Associate Director, Shopper Insights, Walmart & Sam's Club



Stevens is responsible for defining, developing and building shopper and consumer insights and solutions for the company's Walmart and Sam's Club sales, marketing and category management teams to utilize in driving sales and category growth.

COCA-COLA

PATH TO PURCHASE
INSTITUTE

ALLIE ANDREWS, Senior Manager, Shopper Analytic Advantage



Andrews works across the organization to find ways to better leverage shopper insights solutions, including the company's proprietary shopper research platform iSHOP, stewarding placing the customer and shopper at the forefront of business planning and strategy.



3M: KEITH ALBRIGHT, Global Shopper Leader

3M is known for innovation across all its business groups, industrial and consumer. A critical piece that is different for its consumer brands is the presence of the shopper. When 3M expressed interest in building a shopper insights competency, Keith Albright didn't hesitate to be a part of it. The opportunity combined two of his passions – the shopper and driving change in an organization that wants to lean in on growth.

Please describe your current role.

ALBRIGHT: My role as global shopper leader starts with insights but ends with activation. I work with our brand, sales and shopper teams to identify the insights that will drive differential growth. Our team follows a simple recipe. We inform to ensure we have a solid foundation of shopper and retailer knowledge and we close gaps when needed. Much of my focus is making sure our teams lead with shopper insights.

How do shopper insights fit into your organization?

ALBRIGHT: Shopper insights sits in the brand center, a center of excellence intended to accelerate global growth with a consumer-centric, data-driven approach. Shopper insights is critical to building brands at retail. Before the consumers can use our great brands, we have to make sure we meet their needs as a shopper.

What emerging technology and techniques do you leverage to develop insights at 3M?

ALBRIGHT: 3M has placed an emphasis on agile techniques for both foundational and tactical research. We see vast improvements in spaces like mobile and virtual.

Are any recent trends significantly impacting your team's work in insights?

ALBRIGHT: Without a doubt, omnichannel commerce requires CPGs to modify their approach to shopper insights. The dichotomy between brick-and-mortar resulting in the majority of sales while online contributes to the majority of growth requires a balanced approach to resource allocation. Aligning our resources to our retail partners' strategies helps to ensure we achieve the necessary balance.

What recent work by your team stands out to you?

ALBRIGHT: Since joining 3M four years ago, we have conducted foundational insights efforts that span 10 categories and 10 retailers, just in the U.S. The investment alone is worth noting but more so how the teams use the results. The ongoing demand for shopper insight initiatives proves the hard work is paying off. I am really proud of the collaboration internally and with our valued partners.

What's the most rewarding aspect of your work?

ALBRIGHT: For me, it's two things. The relationships over the years have been invaluable – cross-functionally, retail partners and agencies. Second, it's seeing the finished work. While the journey is so much fun, seeing how the insights can impact the story, offer a distinct perspective or unlock previously untapped opportunities for growth is what makes it tangible.

What's the biggest challenge facing shopper insights?

ALBRIGHT: Even with the progress over recent years, I still see



Photo by David Bowman

a great need to move from facts to insights. When it's done correctly, everything else falls in line. Data is data. Facts are facts. When you have the right shopper insight, that's when the magic happens.

What's next for the insights discipline?

ALBRIGHT: Digital has enabled CPGs to reach many targets in a personalized manner. While the rapid advancements in digital afford us an agile test-and-learn environment, it also creates a challenge in terms of straying from the core strategy or going off message. We'll need to put a greater emphasis on validating the strategic intent and holding the teams accountable to stay on strategy across multiple variations of messages.

What can brands do to mitigate the cost of proprietary data from retailers? Are there better alternatives?

ALBRIGHT: For me, it's a supply and demand discussion. If the data leads to growth, CPGs will make the investment, on the retail side or the vendor side. User-friendly applications also help drive usage and usage can go a long way to improve the ROI. It needs to be simple and actionable.

— Institute Staff



Photo by Brian Morrison

MARS WRIGLEY CONFECTIONERY: MICHELLE WEINRICH, CMI Associate Director – Shopper Insights

Michelle Weinrich got her start in global research firms, seizing the opportunity to work across numerous industries and markets. After spending several years consulting to leading CPG companies such as Coca-Cola, Kimberly-Clark, Nestle and S.C. Johnson, she was hungry for a new challenge. Intent on working for a manufacturer, she joined Mars Wrigley in September 2016 as the shopper insights lead for its Walmart business. In July 2017, she took over leading the shopper insights function for Mars Wrigley Confectionery in the U.S.

Describe your current role.

WEINRICH: I lead a team of senior researchers focused on uncovering key insights that will drive confectionery category growth in a dynamic and channel-blurring retail environment. With all of our efforts as a business dedicated toward innovation, brand development, advertising, pricing strategy and more, ultimately everything boils down to the moment of attracting the shopper in-store and online and winning that quick decision. It is therefore crucial that we bring the voice of the shopper to the organization in order to understand how to drive growth for our category.

What are some of the key skills required to excel in insights?

WEINRICH: Being an excellent storyteller is one of the most critical skills. Our job as insights professionals is not to deliver data but to embed insight into the organization. We must be able to integrate multiple data sources into a succinct story that is focused on a business need and tailored to your stakeholder. That is a true skill. Another key skill is strategic agility – being future-oriented and able to anticipate upcoming trends. It’s crucial to bring a broad perspective to your role and think enterprise-wide. Asking the right questions of your stakeholders in order to get to the true business need is another one, as well as ensuring that research actually addresses the business outcomes your stakeholders want to drive.

What emerging technology and techniques do you leverage to develop insights at Mars Wrigley?

WEINRICH: We place a strong emphasis on behavioral research in order to glean robust insight into the mind of the shopper, because we know that what respondents say is not necessarily what they do. Some techniques we currently leverage include neuroscience techniques such as monitoring electrical activity in the brain combined with eye tracking. We use that technique to help us diagnose the “why” behind how people shop online. For quick answers, crowd-sourcing technologies allow us to see what’s going on in stores all around the country. We also leverage geo-fencing technology to speak to shoppers “in the moment” when they’re finishing up a trip at a certain retailer. One final example is that we subscribe to a social listening tool that gives us an instant pulse on consumer/shopper sentiment on any topic.

What recent work by your team stands out to you?

WEINRICH: Our team is currently conducting an online purchase decision tree analysis leveraging a leading neuroscience research agency. We want to understand how online shoppers purchase confectionery and snacks in order to make the shopping experience more intuitive and ultimately increase conversion. This research is the first of its kind for Mars, and it’s been exciting. We’re also conducting a grocery channel analysis that deep dives into technologies like handheld scan and go/mobile scan as well as uncovering opportunities for driving impulse through click-and-collect/grocery home delivery.

What’s the most rewarding aspect of your work?

WEINRICH: I love seeing an insight turned into action that results in ROI for our business as well as our retail customers. Partnering with retailers on testing new ideas is always exciting, and it’s very satisfying when our recommendations result in improved sales. By far the most rewarding aspect of my role is seeing my team shine. I love helping to develop others and seeing what they’re able to achieve is incredibly rewarding.

— Institute Staff

SALLY BUCKLEY,
Director of Shopper
Insights & Analytics

Buckley's career has spanned market research agency, retail and CPG. She is currently responsible for leading the shopper insights team in identifying shopper and market dynamics and industry-leading research & analytic capabilities for Coca-Cola North America.



JOE DAVIS,
Group Director, Head
of U.S. Customer &
Commercial Insights

Davis leads the group responsible for 'downstream' analytics and research within retail, foodservice, on-premise and commercial leadership. His team creates and captures value through unparalleled understanding of the marketplace, shoppers/guests, and the beverage category.



DAREN SORENSON,
Director of Customer
Insights & Analytics

Sorenson leads a high-performing team of insights professionals tasked with understanding shopper attitudes, behaviors and trends – and translates that holistic knowledge into winning growth strategies for Coca-Cola's national retail customers.



**COLGATE-
PALMOLIVE**



MIKE DILLON,
Senior Manager,
Shopper Insights, CVS

Dillon creates and synthesizes insights to implement shopper strategies, personalization programs and retail activation at CVS. His background includes consumer research, category management and sales. Key accomplishments include leading the shopper research for the Gillette "Guy Aisle," and increasing Colgate Oral Care personalization net sales lift with strategic targeting programs.



JOANNE MURPHY, Director, Shopper
Marketing

DOUG PAXSON,
Senior Manager,
Shopper Insights

Paxson is responsible for understanding shoppers through the path to purchase and supporting both Colgate and retailers with shopper-centric recommendations. He specializes in utilizing loyalty data to identify shopper behavioral trends.



CONAGRA BRANDS



TIM MILLER,
Senior Director,
Go-to-Market Insights

Miller is responsible for setting the strategic priorities and leading the go-to-market insights organization. His team is dedicated to understanding what inspires and motivates the company's consumer online and offline to influence activation strategies.



CONAIR



DEBORAH IORIO, Director, Consumer
Insights & Category Management

Iorio leads the consumer insights and category management team supporting Conair's Personal Care division. The team creates in-depth analytical presentations highlighting industry and consumer trends, drilling down to item-level category drivers to deliver critical and creative analysis of the underlying drivers of business performance.

**CONSTELLATION
BRANDS**



KATIE SURVANCE,
Director, Commercial &
Shopper Insights – TBA

Survance leads the company's commercial & shopper insights group across total beverage alcohol covering on-premise and retail. Her team champions research to explain shopper behavior and provide actionable recommendations, showcased in the recent Shopper First Shelf.



COTY



JESSICA KALINGER, Senior Director,
Category Management & Shopper
Insights

LISA PANCHAL, Global Lead, Shopper
Insights – CMI Consumer Beauty

CVS HEALTH



MATT DACEY,
Vice President, Loyalty
& Personalization

Dacey is responsible for the business strategy and customer experience associated with the ExtraCare savings and rewards program, including efforts around strategic analytics, program strategy, merchandising and supplier partnerships, and the evolution of personalized communications within the front store. Prior to this, he led several critical customer and front-store growth strategy initiatives at the company.



BOB DARIN, Chief Analytics Officer

CARRIE FLYNN, Senior Director of
Customer Analytics

CARON MERRILL,
Director, Customer
Insights

Merrill is responsible for primary qualitative and quantitative ad hoc research, competitive intelligence and longitudinal studies for many of the company's retail business units. She leads the company's CX program, all ad hoc research for the retail side of the business, ongoing tracking studies and the CVS Advisor Panel (CVS's proprietary online panel of consumers). She also launched the company's employee panel to solicit opinions and insights from employees on the front lines of the retail stores.



SANGEET UTTAM,
Senior Director, Strategic
Analytics, Loyalty &
Personalization

Uttam leads strategic analytics driving customer strategies and personalized targeting for the ExtraCare savings and rewards program. He is responsible for developing customer insights and advanced predictive modeling-based solutions, and implementing them to optimize program ROI and long-term customer growth.



D

DANONE NORTH AMERICA



BARBARA TINGLE, Urban Strategy & Business Development Manager



Tingle is responsible for the go-to-market strategy and business development activities in urban markets in the U.S., from developing optimized assortment and merchandising to working with brand teams to execute marketing programs to convert shoppers.

DEAN FOODS



SUSAN STEGE, Senior Director, Category & Shopper Insights



Stege has 20 years of experience with the company, most recently leading the shopper insights path-to-purchase research, now branded as Dean Foods' 3-D Insights. As a result of this work, the team has identified strategies to unlock growth in the dairy case, and specifically milk and cream.

DELL

LORI PENNINGTON MATHIS, Insights & Shopper Experience Strategist

DUNKIN' BRANDS

JOHN SHIPALA, Senior Manager, Global Consumer and Business Insights Group

DURACELL



LOU FERNOUS, Category Insights Manager

E

EDGEWELL PERSONAL CARE



COREY BARRETTE, Vice President, Global Consumer Insights

JULIE CHRISTIDES, Director of Category & Shopper Activation



Christides champions the shopper-first mentality down to the retail level by applying critical-thinking skills to the analysis of data and research to develop insight-based category management strategies and shopper marketing solutions that grow categories and brands and drive conversion along the path to purchase.

KIM DEFOUW, Category Development Manager, Target



DeFouw collaborates with Target's buying teams to analyze shopper and scan data, ultimately to help develop category growth strategies. She has a passion for data and tools, which enables her to provide fact-based and quantifiable recommendations.

JENNIFER GRANT, Senior Category Development Manager, Kroger



Grant's current responsibilities are in category management of the shave, feminine hygiene and sun care categories for Kroger. One of her greatest work accomplishments was positively impacting Kroger's shave category sales through merchandising improvements.

PAUL GUIPPONE, Senior Manager, Category Development



Guippone leads the category strategy Center of Excellence for Edgewell's wet shave business for both branded and private-label products. He develops, implements and manages the shave merchandising principles, category vision and strategies for the company.

JENNIFER HENRY, Senior Category Development Manager, Walmart

MATT HILLER, Senior Category Development Manager, Club & Value Channels

DAVE HYLAND, Global Consumer Insights

MATT JOHNSON, Category Development Manager, Walmart

OLGA KINCHLA, Senior Manager, Global Consumer Insights

LINDA LIEBERMAN, Director, Category Strategy and Development



Lieberman oversees the team that partners with U.S. retailers to reverse category declines by leveraging shopper insights to provide the right assortment in partnership with engaging in-store experiences across the shave, grooming, feminine care, sun care and skin care categories.

WENDY LO, Senior Category Development Manager - Category Strategy



Lo leads shopper-focused business analysis and strategy development, applying and integrating insights to deepen understanding of the shopper and category through various analytical and insights tools in addition to custom research.

KARYN MCGHEE, Senior Category Development Manager



McGhee manages the Grocery Category Development team, which represents 22% of Edgewell's total business, encompasses four direct reports, broker management and covers a couple of hundred customers, bringing in customized shopper insights and actionable recommendations to its key retailers.

TARA SUNDERLAND, Senior Manager, Shopper Insights



Sunderland has 20 years of shopper insights experience across the alcohol, personal care and food industries. She currently leads the shopper insights function across Edgewell's entire personal care and infant brand portfolio.

DAVE WILCOX, Senior Category Development Manager, Target



Wilcox is proud to lead a small but powerful category team that embodies the 'Challenger Spirit' of the company. He says his team questions the status quo every day in order to help the company's partners at Target drive category growth.

ELAINE YEE, Senior Category Development Manager, Drug Channel

Yee leads the Drug Channel Category Development team, partnering with retailers to build multi-year strategic plans that deliver shopper solutions and result in stronger market development across personal care categories by leveraging category and shopper insights.



F FAMILY DOLLAR



CAROLYN KUTZ, Director, Merchandising Strategy & Analytics

G GENERAL MILLS



SARA ASHMAN, Global Consumer Insights Senior Manager

GEORGIA-PACIFIC

SHERRY HONEYMAN, Senior Shopper Knowledge Manager

Honeyman is passionate about researching the 95% of subconscious shopper behavior, delivering insight into what the company's most valued shoppers want before they know they want it.



JOHN PFALZGRAF, Director, Consumer Knowledge

Pfalzgraf leads the development and activation of consumer insights for Georgia-Pacific to help guide the company's innovation and go-to-market strategies and programs.



GLAXOSMITHKLINE



LITTHYA BURGIN, Shopper Insights Manager, Digestive Health

Burgin brings more than 18 years of insights and strategy experience to GSK and facilitates category growth through finding the sweet spot between shopper behavior, retailer strategy and internal objectives, leveraging actionable insights. She also leads a category growth platform, helping to connect digestive health to other OTC and well-being categories.



JULIE CRAIG, Shopper Insights Manager, Respiratory and Pain Relief

KIMBERLY HUNTER, Shopper Insights Manager, Oral Health

Hunter has nearly 10 years of experience in the CPG industry, holding various roles in category development, sales, trade marketing and shopper insights. She has been with GSK since 2017 and looks forward to utilizing the company's Shopper Science Lab in Warren, New Jersey, for upcoming research projects in oral health.



STEVE LORD, Shopper Insights Manager, Smoker's Health and Skin Health

Lord has more than 20 years of CPG industry experience, with a background in sales, customer strategy, category management and shopper insights. He joined GSK in 2015 and currently supports the smoker's health and skin health teams.



DEB MONAHAN, Director, Shopper Insights & Capabilities

Monahan has more than 20 years of CPG experience focused on consumer and shopper insights in both global and U.S. roles. She has been with GSK since 2004 and currently leads the U.S. shopper insights and capabilities function. She also oversees shopper and customer research in the company's state-of-the-art Shopper Science Lab.



GODIVA



JUDITH RUBIN, Global Head of Consumer Insights & Analytics

H HANESBRANDS

DIANE PHILYAW, Director, Business Intelligence & Data

HASBRO

MATT PUTNAM, Senior Director, Customer and Consumer Insight

HENKEL



DEEP BHANDARI, Vice President, Consumer Insights & Strategy

Bhandari is a high-impact leader with expertise in advanced analytics, consumer and shopper insights to drive business performance. He is highly effective at setting insights vision, strategy and functional plan and delivering flawlessly.



MACK HOOPES, Senior Category Development Manager

Hoopes is dedicated to the Albertsons account for laundry, fabric conditioners, air care, pest and bathroom cleaners. He also leads a best-in-class process in laundry for Henkel with the Albertsons and Shopper 360 teams.



PAIGE SCHEIDLER, Shopper Insights Manager

HERSHEY



SHELLEY CHRISTIANSON, Senior Manager, Shopper Insights

Christianson is responsible for leading the development of shopper strategies focused on driving growth for key retail partners and the company. Her background also includes formal training and extensive CPG experience in competitive intelligence.



DAVID NOLEN, Vice President of U.S. Category Management and Shopper Insights

Nolen is responsible for leading Hershey's category management & shopper insights teams across the U.S. and partnering with retailers to drive total store and category growth. Prior to his current role, he was the senior director of category management, shopper marketing and customer planning for Hershey's large-format teams.



IOVATE HEALTH SCIENCES INTERNATIONAL



JASON PROWSE, Associate Director, Insights & Planning

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J.M.SMUCKER

PATH TO PURCHASE
INSTITUTE

STACY HENNIG, Assistant Manager, Category Analytics & Systems

Hennig leads, develops and presents new and innovative customer-facing analytics solutions, applying 'big data', data visualization and storytelling expertise as well as data science to uncover deeper category insights for the company and its top retail partners.

PORSCHÉ NANCE, Manager, Shopper Insights

ERIKA NELSON, Manager, Shopper Insights

Nelson leads shopper insights for the company's pet division, managing various research initiatives focused on understanding today's evolving omnichannel path-to-purchase and translating insights into strategic advantages for Smucker's brands and retail customers.



JOHN B. SANFILIPPO & SON

ARUN RAJAN, Senior Global Director of Consumer and Customer Insights

JOHNSON & JOHNSON

PATH TO PURCHASE
INSTITUTE

TROY AULT, U.S. Leader, Shopper Insights & Category Management

Ault leads strategic direction for shopper insights and category management across the internal business units and customer teams. He is passionate about evolving data into insights and making insights actionable with retailers. He is also curating category solutions that drive a fluid omnichannel shopping experience.



LINDA DEVROY, Shopper Insights and Business Intelligence Manager

Devroy is the voice of the Target shopper. She identifies shopper-centered opportunities to grow the company's categories and brands. Her key accomplishment is seeing its sales and shopper marketing teams leverage insights as they develop programs.



JENNIFER FERRAZZA, Senior Manager, Shopper Insights & Category Management

SUZANNE HOCK, Senior Manager, Shopper Insights & Category Management

DEBORAH WEARN, Senior Manager, Shopper Insights & Category Management

TANYA WELIHINDHA, Shopper Insights Manager

Welihindha leads shopper research on the Walmart team for the Baby, Beauty, Oral Care and OTC categories. She is passionate about uncovering insights that help cultivate shopper and category solutions.



JOHNSONVILLE SAUSAGE

PATH TO PURCHASE
INSTITUTE

DAN BALTUS, Customer Insights Manager

JOE BOURLAND, Director, Strategic Insights & Analytics

KELLOGG

PATH TO PURCHASE
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CRAIG GEIGER, Senior Manager, Insights & Analytics

Geiger leads club channel insights across Kellogg's categories, utilizing multiple sources to understand the consumer/shopper along the omnichannel path to purchase and apply learning with retail customers in joint business planning to drive business results.



CHERYL RILEY, Senior Manager, Coupon Strategy & Analytics

CHRISTIAN THOMPSON, Senior Director of Shopper Insights

Thompson's team is continuously seeking to understand how shoppers are making their decisions on the path to purchase through all categories. In the ever-changing shopping environment, he has been leading his organization to become more nimble around identifying and learning about those opportunities – most importantly bringing insights to action with real return on investment.



KIMBERLY-CLARK

PATH TO PURCHASE
INSTITUTE

RAJEEV KAPUR, Chief Data Officer

AMY PACIFICO, Lead, Consumer Insights & Analytics, North America Baby & Childcare

HEIKO SCHAFFER, Senior Director, Global Research, Media and Analytics – Family Care

KOHL'S

JOSEPH BAGBY, Vice President, Customer Insights & Strategy

KROGER

JEFF TALBOT, Division Vice President of Operations

LG ELECTRONICS

PATH TO PURCHASE
INSTITUTE

DOUG LORETUCCI, Director, Consumer Insights

MARS INC.

AICI LI, Lead, Center of Expertise for Shopper Insights

See profile on page 12

MARS PETCARE

ELLEN GOODEN, Senior Manager, Category & Shopper Insights

MARS WRIGLEY CONFECTIONERY

PATH TO PURCHASE
INSTITUTE

KATE HOPKINS, Shopper Insights Manager, Costco & Value Channel

CAROL VAN DEN HENDE, Senior Manager, Strategic Initiatives

Van Den Hendé has more than 20 years of experience in marketing, strategy and insights. In her most recent role, she led the development of a long-term innovation pipeline, and drove snack strategies using consumer and shopper insights.



MICHELLE WEINRICH, CMI Associate Director – Shopper Insights

See profile on page 6



Photo by Patrick Kakala

IOVATE HEALTH SCIENCES INTERNATIONAL: JASON PROWSE, Associate Director, Insights & Planning

Jason Prowse says he ended up in his current role in the best possible way. He gained cross-functional experience in sales, category management, brand management and market intelligence through different industries such as engineering, alcoholic beverages, health and hygiene, and nutrition and well-being. He had to adapt and understand the drivers of each, so he learned to start with insights and analysis even before he really knew they were a discipline.

Please describe your current role.

PROWSE: I lead two teams under one banner – category and consumer insights and financial analytics – that provide an overall perspective on the consumers, market, competitors and ourselves. The team provides the why’s and the how’s that inform business decisions and actions, including working with our partner customers, annual planning, business performance measurement, innovation development and more.

How do insights, analytics and data fit into your organization?

PROWSE: Iovate is undergoing a transformation from entrepreneurial success to publicly held global CPG player, partnering with the biggest retailers in the world, so insights and analytics have become an important function. We are establishing ourselves as industry knowledge leaders, bolstering our 20-plus years of company experience with a suite of insights tools and learning. We’ve also increased resources against analytics and reporting, automation and data visualization. Lastly, our leadership has mandated that insights and data be the driver behind every business decision.

What are some of the key skills required to excel in market intelligence?

PROWSE: Having an open mind, adaptability and resourcefulness are critical to market intelligence. In our industry true measures like co-operated market data are not always available. To be successful, I’ve had to find ways to bridge data gaps and then validate. What’s also important is to not allow oneself to work in brand or retailer silos. Considering both and adding macroeconomics and the consumer view allows for better understanding of risks and opportunities.

What emerging technology and techniques does your team leverage at Iovate Health Sciences?

PROWSE: We’ve recently added many tools and resources, which are new to us, but probably standard for top-tier CPG firms. However, it’s exciting to bring in data visualization, social media listening, marketing measurement, intelligent algorithms to streamline big data, and regressive modeling. We’re looking ahead to using AI to help map out the increasingly complex consumer journeys.

Are any recent trends significantly impacting your team’s work?

PROWSE: The trend toward omnichannel and e-commerce shopping is broadening the scope of the analysis we do. E-commerce market data must be accounted for in almost everything we look at, but that comes with its own complexity with both a lack of data in total market measurement but also an abundance of data on the path to purchase and the “endless aisle.” Omnichannel strategy needs to be a part of most of our recommendations as well since shoppers blend between online and offline modes. Lastly, understanding channel shifting is more important with online search, advertising, and sales expanding and social media opening new avenues for network marketing and direct-to-consumer.

What’s the biggest challenge facing insights?

PROWSE: Volume of data and its meaning pose a challenge on how many resources can and should be applied to analyzing it all. There is a temptation to look toward “shiny new objects” or the latest and greatest tools and services, many of which really are outstanding and ingenious. But the core that we must come back to is which data and analysis will be most useful to us to make the right decisions.

What’s the most rewarding aspect of your work?

PROWSE: Providing the other business functions with market data and meaningful analysis that helps improve their business. Often, we get challenges from sales or brand on why a retailer or brand should go in a certain direction, which we answer with data and applicable strategy. Watching the “aha” moments as our colleagues realize something they had not seen or known before is great and lets us know that what we do makes the difference.

— Institute Staff



Photo by Doug Hoeschler

MARS INC.: AICI LI, Center of Expertise for Shopper Insights

As the shopper insights center of expertise at Mars Inc., AiCi Li is responsible for growing capabilities and advancing the organization's learning agenda in this practice area. What this means is envisioning and building the capabilities that allow Mars to better serve its consumers and to better partner with its retail customers. This involves being future-looking, experimenting, identifying and accelerating the greatest opportunity, and ensuring solutions are rooted in science.

How do shopper insights fit into your organization?

LI: Shopper insights are an integral part of the Mars organization. They have influenced our internal philosophy and our everyday ways of working. What we have found is that the most successful stories in our organization – and I'm defining success as sales – often include a shopper truth and a category growth perspective.

What are some of the key skills required to excel in insights?

LI: Empathy and storytelling. In order to be good in insights you have to have empathy. Fundamentally, we are advocates for what the shopper and consumer is telling us (or not telling us). Empathy is necessary to uncover the insight and helps us to stay true to the insight, not allowing it to get lost in the process of commercialization. In order to be successful, you need to be able to tell a story. It's not enough to simply provide data points, facts and figures. It's critical to use that data to take your audience on a journey and compel your business partner to act.

What emerging technology and techniques do you leverage to develop insights at Mars?

LI: There are many advancements in the research industry today – both to current techniques and development of new technolo-

gies. Thanks to the digital revolution, it's a very interesting time for insights. Image recognition, biometrics and neuroscience, and augmented reality are all things we experiment with to understand their value to developing insights.

What's the most rewarding aspect of your work?

LI: Seeing the application of the tools lead to decisions that are clear, differentiated and impactful to the Mars business. And, of course, chocolate and puppies in the office.

What's the biggest challenge facing shopper insights?

LI: The shifting retail landscape. What happened to media with the fracturing of where and when consumers consume content is impacting the retail world. How, when and where consumers shop has substantially changed and is still in a state of evolution. The implication of that is: What do you chase and how do you chase it to meet the changing needs of the shopper? These are the questions everyone is wrestling with, be it packaged goods or fashion. The other challenge, which in part is an artifact of the retail revolution, is an overabundance of data and how to manage those data streams in-house in a manner that allows us to harness it for learning.

What's next for the insights discipline?

LI: Being replaced by artificial intelligence. Did you think you'd get through reading this interview without seeing a mention of AI or machine learning? Joking aside, there will be a greater reliance on machine learning due to need and availability. We in insights need to understand it, identify the opportunities it brings and accelerate adoption of it into our organization. Be an agent of change, not what is changed.

— Institute Staff

MASSIMO ZANETTI

PATH TO PURCHASE
INSTITUTE

SUSAN LAMBERT,
Director of Shopper
Marketing and
Customer Insights



Lambert launched the shopper marketing program at the company two years ago in an effort to create efficiencies in marketing and trade spending, and drive new insights into shopper acquisition.

MATTEL

PATH TO PURCHASE
INSTITUTE

MEREDITH JANG, Senior Director,
Global Shopper Insights

With a focus on shopper, competitive and pricing research, Jang serves as the lead information architect across the Mattel portfolio of brands, supporting and building global strategies based on data-driven insights.

MCCORMICK AND CO.

PATH TO PURCHASE
INSTITUTE

LISA CARPENTER, Director,
Category and Shopper Insights

MEIJER

PATH TO PURCHASE
INSTITUTE

JEFF NAULT, Director,
Merchandising and
Marketing Analytics
Center of Excellence



Nault leads an analytics center within the merchandising and marketing areas for the regional supercenter.

MOET HENNESSY USA

PATH TO PURCHASE
INSTITUTE

STUART BARKER,
Director of Category
Leadership & Shopper
Insights, Business
Intelligence



Barker is a developer of the customer engagement model, focused on omni-shopper and digital analytics, solutions, and sustaining shifts to luxury spirits and wines, including champagne and sparkling wines. Embedded within business intelligence, he delivers insights integrated with customer marketing for localized solutions.

MONDELEZ INTERNATIONAL

PATH TO PURCHASE
INSTITUTE

CRISTINA CHIESA, Associate Director,
NA Consumer Insights, Biscuits

LINDA COLEMAN,
Associate Director,
Category Management
& Shopper Insights NA



With more than 20 years in CPG, Coleman is responsible for leading the HQ category and shopper insights team to drive objective insights in snacking as well as a focus on key Mondelez categories of biscuit and confectionary.

HEATHER CROWDER, Associate
Director, Strategy and Insights

NIKKI LEIFER, Shopper
Insights Lead, NA



Leifer leads shopper-focused strategy development to deliver Mondelez International and customer business objectives via integration of qualitative and quantitative insights. She ensures the shopper/consumer is at the center of all biscuit and confectionery strategic initiatives.

JESSICA LEVISON, Shopper Insights,
North America E-Commerce

ADAM MICHAELS, Senior Director,
NA Forecasting, Insights & Analytics

JULIE ANNE PHILIP,
Associate Director
Analytics, North America



Philip leads the North American analytics team, specializing in the areas of media, category and retail analytics. Her 15-year career across Kraft Foods & Mondelez International has seen leadership success in the areas of consumer insights, marketing analytics, innovation, strategy, brand marketing and coaching & mentorship. She has a passion for building teams with a mentoring style that drives enthusiasm.

GREG SPIRA, Head of Forecasting,
North America

TODD STRAND, Associate Director,
Consumer Insights, North America
Biscuits

LINDA TURNER, Manager, North
America Media Analytics

NATURE'S BOUNTY

PATH TO PURCHASE
INSTITUTE

ABE ADLER, Director
of E-Commerce &
Digital Analytics



Adler's role is to put meaning to the company's data. As the analytics leader, he looks for new insights that don't only report on how the company performed but how it influences the future.

**CHARLES
MEYER-HANOVER,**
Director, Shopper &
Category Insights



Meyer-Hanover has held a wide variety of roles across industries and categories, from consumer insights, category management and DTC/e-commerce insights. He is back leading the company's shopper & category insight work, and focused on delivering fully integrated shopper insights that provide value to its retail partners to improve the shoppability and grow the sales of its categories.

NEWELL BRANDS

PATH TO PURCHASE
INSTITUTE

ROBIN ALEX, U.S. & Global Director,
Shopper Insights

LAUREN GRAY, North America Senior
Shopper Insights Manager, Coleman &
Yankee Candle

JONATHAN MILLER, Global Director,
Trade Strategy and Commercialization

PEPSICO

PATH TO PURCHASE
INSTITUTE

AFSHIN AHANGAR,
Director, Shopper
Behavior, PepsiCo
Portfolio, Demand
Xcelerator Team



Ahangar leads the shopper learning agenda for PepsiCo North America from design through commercialization, partnering with key retailers across channels to evolve retail design and better engage and convert shoppers.

KOJIS BROWN, Director, Portfolio
Strategy and Analytics

ERIK GLEBINSKI, Senior Manager,
Shopper Insights

JEFF JONES, Senior Manager,
Shopper Insights

MICAH MACK,
Senior Manager,
Consumer Insights

Mack is responsible for providing consumer-led insights to help fuel the go-to-market strategy for the multipack business across the company's retail partners as well as development of consumer-driven innovation for the multipack platform.



SHANTANU MULAY, Senior Director,
Shopper Insights

STEFANIE ROSENBERG, Shopper
Insights Senior Analyst

PFIZER

PATH TO PURCHASE
INSTITUTE

ZACK APKARIAN, Senior Director,
Advanced Analytics & Business Insights

JENNIFER HOLAHAN, Senior Director,
Shopper and Category Insights to
Activation

ELISE MORGAN,
Senior Shopper
Marketing Manager

Morgan has extensive CPG experience in sales, category management, insights and shopper marketing. She joined the company in 2014 and leverages insights to create personalized, omnichannel health & wellness solutions for the drug shopper.



PINNACLE FOODS

PATH TO PURCHASE
INSTITUTE

MICHELE LEVEDAG,
Director,
Shopper Insights

Levedag leads the shopper insights efforts and ensures the voice of the consumer is at the forefront of all of the company's strategies. She transforms analytical, consumer and shopper research data into actionable insights, and provides retailers with best-in-class and forward-thinking shelving principles to drive their categories and Pinnacle's brands.



KAREN ZAPPIA, Senior
Director, Consumer &
Customer Insights

Zappia leads the company's consumer & customer insights team and converts insights into actions that deliver ROI and profitable growth by embedding the consumer and shopper into all of its research needs including strategic planning, brand building, innovation, productivity and customer initiatives.



PRESTIGE BRANDS

PATH TO PURCHASE
INSTITUTE

RICH HOLZKOPF, Customer Business
Manager

BRIAN MENDEL, Senior Director
of Customer Development and
E-Commerce Sales

ROCCO RACAMATO, Director,
Customer Development and Category
Management

KYLE REYNOLDS, Category Business
Manager

PROCTER & GAMBLE

PATH TO PURCHASE
INSTITUTE

LORI AULFINGER, Brand
Director – Consumer &
Brand Analytics
Transformation Leader

Aulfinger is responsible for transforming the company's data strategy, systems and applications for consumer data, marketing/media data and assets, and automation of business work processes where relevant.



STEVE BUCHANAN,
Global Insights & Analytics
Leader – Brand CMK,
P&G Professional

Buchanan is a global insights and analytics leader building strong P&G Professional (business to business) brands. He discovers and applies breakthrough professional insights, fueling profitable topline growth and more end users, and leads business opportunity identification for \$1B+ global business.



CHRISTI GEARY,
Associate Director, North
America Omni Retail
Innovation Analytics &
Insights Leader

Geary builds the business via strategic shopper analytics and insights, innovative digital and e-commerce capabilities, and integrated selling stories across the North America brand portfolio with specific focus on emerging omni retailers.



RECKITT BENCKISER

PATH TO PURCHASE
INSTITUTE

JILL HUANG, Shopper Insights
Manager – Hygiene/Home

YELENA IDELCHIK,
Category Management
& Shopper Insights
Team Lead

Idelchik leads the RB hygiene/home category and shopper insights team and focuses on the air care, laundry, surface and dish care categories. Her goal is to generate actionable and impactful shopper and category insights that drive tangible results for RB customers.



NATHAN NOERTKER,
Shopper Insights
Team Leader – Health

Noertker is responsible for leading the health insights team to help drive category growth and shopper understanding with the company's retailer partners.



REYNOLDS CONSUMER PRODUCTS

NANCY BEDWELL, Vice President,
Category Management

BRIAN ELLIS, Senior Category
Development Manager

RICH PRODUCTS

JEANNIE JONES,
Shopper Insights
Manager

Jones leads shopper insights and analytics to bring actionable shopper-focused solutions to Rich's Farm Rich and SeaPak customers.





BIC: PAT FITZSIMONS, U.S. Team Leader, Shopper Insights & Category Management

When Bic was in search of a leader for its new Center of Excellence for Category Management and Shopper Insights, the organization tapped Pat FitzSimons. Since taking on the challenge more than two years ago, she and her team have worked hard to help the organization meet the sales and marketing objectives in an ever-changing retail environment. The team serves the Bic USA lighter, shaver and stationery businesses. “My key responsibility,” FitzSimons says, “is to ensure the voice of the shopper is infused in everything we do in support of our retail partners and the Bic organization.”

Before Bic, she gained experience in shopper insights, category management, business development, pricing strategy and the development of shopper marketing programs. During her career, she’s worked for Prestige Brands, Kraft Foods, Information Resources Inc., and S.C. Johnson. “They all taught me something new and expanded my skill set,” FitzSimons says.

How do you help Bic’s sales organization?

FITZSIMONS: I deliver support and thought leadership on shopper-driven, fact-based sell-in presentation to ensure they have what they need to be successful at their customers.

How so?

FITZSIMONS: By conducting quantitative and qualitative research around shopper behavior and delivering category recommendations to support the KPIs of both the retailer and Bic.

Where do insights fit into the company?

FITZSIMONS: They are at the forefront of everything we do from developing sales strategies with our retail partners to identifying new merchandise opportunities.

How do insights impact new items?

FITZSIMONS: Shopper and consumer insights are the foundation for delivering the right products, in the right place and at the right time to ensure our retail partners maximize their category sales. Shopper insights ensure that the retailer delivers the products that their best shoppers look to find in their stores at a “value” the shopper expects.

What do you find gratifying about your role?

FITZSIMONS: Working with my team in the development of selling stories and delivering best-in-class category recommendations to support the sales and marketing teams. I truly enjoy being a team leader and mentor.

What do you consider a challenge to your discipline?

FITZSIMONS: Understanding the shoppers’ journey to purchase and developing predictable analytics to help our sales and retail partners maximize sales. One way to think about it is there is no longer a path to purchase to understand, but a journey to track. The challenge is there are no footprints to follow.

What can CPG companies do?

FITZSIMONS: We have to reinvent our thought process and tracking of our shopper so we can gain actionable insights for our companies and our retail partners.



Photo submitted by Pat FitzSimons

What tools does Bic use to develop insights?

FITZSIMONS: Multiple vendors and resources. I don’t think there is one or two that can solve for all of the dynamic needs we have across our businesses and retailers.

Is there one you turn to the most?

FITZSIMONS: Online survey partners, seconded by mobile geo-targeting platforms for quick answers to retailer- or brand-specific questions. We use larger research partners for the more strategic, project-based research.

In addition to good partners, what does it take to excel in insights?

FITZSIMONS: You have to have the ability to use both sides of your brain equally. You need to understand the technical aspects of both qualitative and quantitative data but also have a creative mind to develop a presentation that tells a complete story. Insights are not always black and white; there is always a bit of art in finding the real insight to act upon.

Where is the discipline headed?

FITZSIMONS: I think what we will find is that there is not as big a divide between consumer insights and shopper insights as most CPG companies believe.

You see them merging?

FITZSIMONS: I think as the circle of influence becomes broader the lines between consumer and shopper become more blurred. There are more consumers or users that act as shoppers because of the ease of purchase.

— April Miller

RITE AID

ROB GEORGE, Director of Market Research



George analyzes both current and potential customers to determine the best locations for the company's outlets. His team also uses customer behavioral data to determine the best use of its space for the customer living around the location.

S

SAMSUNG ELECTRONICS

MATHEW DUFF, Manager, Consumer, Shopper & Marketplace Insights

KYLE RHODES, Senior Manager, Consumer, Shopper & Marketplace Insights



Rhodes is responsible for shopper insights for the company's mobile division. His responsibilities include developing and leading strategic and tactical research to track shopper behavior along the path to purchase, uncovering insights surrounding the smartphone shopping experience to drive Samsung marketing strategies at carriers and retailers throughout the U.S.

SCHWAN'S

DIANE HARPER, Vice President, Consumer Insights & Analytics

SCOTTS MIRACLE-GRO

PATH TO PURCHASE
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ptpi.org

SARAH BADER, Director of Insights and Analytics

TARIQ MAHMOOD, Director of Shared Services, Insights & Acquisitions Integration

STARBUCKS

PATH TO PURCHASE
INSTITUTE

PAM GREER, Senior Vice President, Global Strategy Insights and Analytics

SUN PRODUCTS

JENNIFER FOWLER, North America Shopper Insights Lead



With a background in product design, market research and shopper insights, Fowler leads Henkel's shopper insights team across North America. She specializes in connecting consumer and shopper insights with retailers' category strategies to uncover actionable growth opportunities.

T

TARGET

PATH TO PURCHASE
INSTITUTE

MARK VON OVEN, Vice President, Data & Analytics

TYSON FOODS

PATH TO PURCHASE
INSTITUTE

JENNIFER BENTZ, Senior Vice President, R&D, Innovation and Insights

ALICIA MOSLEY, Director, Shopper Marketing



Mosley has an extensive marketing background that spans brand, innovation and shopper marketing. Key highlights include leading the development and launch of the Tyson Any'tizers brand. Mosley and her team work with sales and brand teams to align on strategic initiatives with a focus on developing programs that deliver strong ROI performance.

U

UBISOFT

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ptpi.org

LINDA MURPHY, Director, Partner Marketing

V

VF CORP.

KENT BASSETT, Vice President, Global Consumer & Shopper Insights

VITAMIX

SCOTT HACKMAN, Director, Business Insights

W

WALGREENS

PATH TO PURCHASE
INSTITUTE

MIKE CALLERO, Director, Consumer Insights



Callero is responsible for understanding customer needs, attitudes and motivations across all Walgreens properties. This includes understanding how best to drive more customer traffic and how to make the experience with Walgreens stand out.

WALMART

ROB BRUMFIELD, Senior Manager II, Modular and Space Development

LINDA VYTLACIL, Vice President, Retail Data Science - Walmart Labs



Vytlacil looks after the company's team of data and research scientists in ML and AI that augment and automate retail decisions at scale. She focuses primarily on demand side causal models using observational and primary customer choice data. Her team also hosts among the largest proprietary quantitative research systems in retail to improve customers' experience with its brands.

WD-40

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TODD TATHAM, Director of Insights

WORLD KITCHEN

PATH TO PURCHASE
INSTITUTE

EMILY VASBINDER, Senior Manager, Shopper Insights