

As seen in

Shopper Marketing

WHO'S WHO in E-Commerce



Our report recognizes more than 250 brand and retail executives who are making notable contributions in the area of e-commerce.





Photo by Joshua Duke

WALMART U.S.: TOM WARD, Senior Vice President, Digital Operations

Tom Ward began working for Asda, Walmart’s British arm, in various field and home office-based roles mostly focused on operation. He moved to the U.S. in 2013 to work in the international business segment supporting the development teams and learning more about the various segments and operating models around the Walmart world. He moved to the U.S. segment in 2014 to work on the development of the central operations function for Walmart Neighborhood Market and eventually expanded to supercenters. Ward’s previous roles gave him the opportunity to support the creation of a foundation to accelerate Walmart’s e-commerce online grocery business quickly.

Please describe your current job responsibilities and the function of your team.

WARD: I’m currently responsible for the online grocery business for Walmart U.S. – pickup and delivery. My team has end-to-end responsibility for the online grocery website, application, roadmap and field execution. We also lead the e-commerce automation initiatives in stores and field-based sites like the standalone pickup and automated stores. The team develops the tech roadmap for the online grocery business. We lead online grocery’s web merchandising, in-store tech and the field operations for both pickup and online grocery delivery.

Can you share a recent example of your team’s work in e-commerce that stands out?

WARD: The launch of our AJAX 2.0 site in Sherman, Texas. This store allows shoppers to go online and place their order just like any other store but then goes beyond that. When shoppers are ready to collect their groceries, they simply drive up to the AJAX unit and scan their order confirmation at the ATM-like screen – a crane system then recovers their order automatically and presents it to them in the aperture. Once they have all their items – including fresh and frozen – they are good to go. They really enjoy the speedy convenience.

How does your team engage with Walmart’s shopper marketing team?

WARD: Our team partners with various functions within the marketing department to ensure we represent the various and

ever-improving propositions to our shoppers in new and innovative ways. For example, during the launch and ongoing expansion of our online grocery delivery program, we use welcome bags that even include a mini online grocery delivery toy car.

For small and emerging brands, is going beyond basic product information to provide enhanced content worth the investment?

WARD: Rich content data is becoming increasingly more important to our shoppers. For brands who wish to sell their items online, the better the imagery, description and information, the better the shoppers’ experience will be as they interact with those items as they can make more informed choices.

How can all brands, in general, take better advantage of the opportunities in e-commerce?

WARD: We find that our shoppers want to have seamless access to our products and great prices – be that in store, online for curbside pickup or for home delivery. For Walmart, that journey begins with great in-stock as the items our online shoppers buy are subsequently picked from the same shelf as our physical shoppers. So what matters most in-store is what matters most online for us.

What can consumers expect in the near future for the Walmart Grocery website (grocery.walmart.com)?

WARD: We are always releasing new features to both the online grocery website and application. Some great recent examples include the development of a smarter favorites engine which helps surface items our shoppers have told us they love when they are on Rollback or highlight seasonal campaigns at key moments in the year to remind them of items they may need during back to school, for example. We are also testing our smart substitution model, which helps make great personalized choices for shoppers when items are out of stock in the store.

We know shoppers love to browse the extensive assortment on Walmart.com and shop the millions of items available. We are also very conscious that they want to save time when shopping for food and consumables on our online grocery site. We continue to aim to make these transitions more seamless in the future to bring ultimate convenience to them.

— Institute Staff

ICON KEY

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Institute member

7-ELEVEN

LYANN FORTNER, Associate Product Manager, E-Commerce

Fortner has been with 7-Eleven since 2011. She understands first-hand the changing retail environment for CPGs and competing in the e-commerce marketplace.



REBECCA TROUTMAN, Director of E-Commerce

Troutman has been an innovation and thought leader within the organization for 14 years. With key success in development and scaling of the Amazon Locker, KeyMe, Micro Market and Delivery platforms, as well as piloting several initiatives including a better-for-you food line, she is now tasked to build out the retailer's e-commerce strategy and go-to-business plan which will include a phased approach over the next year.



RICK VERGARA, Senior Product Manager, E-Commerce

Vergara manages all aspects of 7-Eleven's entrance into the grocery e-commerce space including product assortment, merchandising, inventory and logistics. 7-Eleven stores are now live on both Amazon and eBay marketplaces.



A

ACELERADA (BIMBO BAKERIES USA)

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OMAR HAQUE, Vice President/General Manager & Head of E-Commerce

See profile on page 15

JAMES HASLETT, E-Commerce Manager of Key Accounts

Haslett is responsible for the development of strategic e-commerce customers including Peapod, Fresh Direct, Jet and startups GoPuff & Boxed.



NIKKI LANG, Director of National Customers, E-Commerce

Lang is focused on leading relationships with priority customers and collaborating to develop the e-commerce infrastructure of the organization through strategic initiatives.



ASHLEY MORMAN, E-Commerce Manager of National Accounts

Morman is responsible for creating a unique strategy for key e-commerce customers and implementing those tactics to drive conversion and generate demand for bread and baked goods in brick-and-mortar "click and collect" and pure-play models.



CHRISTINE PISTON, Acelerada E-Commerce Analyst

Piston manages the creation, organization and distribution of digital content, and oversees e-insights on product performance. She partners closely with both e-commerce customer account and traditional marketing teams to develop the best-in-class digital shelf.



MEGHANA RAJAGOPAL, Director, E-Commerce Marketing

AHOLD DELHAIZE

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J.J. FLEEMAN, Chief Commercial Services and Strategy Officer/ Executive Vice President

ALBERTSONS

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JON ADAMS, Senior Director, E-Commerce National Operations

KARLI ANDREW, E-Commerce Sales Merchant

Andrew is currently utilizing her past Amazon Fresh operations experience and Albertsons' Own Brands brand and category experience to work with her teammates in developing the retailer's e-commerce function, specifically around merchandising and customer satisfaction.



LOUISE GERBER, Senior Director, E-Commerce Operations

ANDREW MANGANO, Director of E-Commerce Analytics and Strategy

STEPHANIE URTEAGA, Director, E-Commerce Product Management

ALCON

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

ALLEGIANCE RETAIL SERVICES

PATTY YOUCOCK, Director, Advertising & Marketing

ANHEUSER-BUSCH

GUILHERME LABELSON, Global Vice President of E-Commerce

Labelson leads the e-commerce organization for AB Inbev establishing the company's online footprint in more than 20 countries in five continents by developing relationships with all major online retailers and investing, acquiring or organically creating startups in the data, digital marketing and e-commerce space.



B

BANK OF AMERICA

KARLI KUHN, Vice President, Senior E-Commerce Product Consultant

BAYER CONSUMER HEALTH

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ALANA JOY FELDMAN, Assistant Manager, Digital Merchandising & E-Commerce

Feldman is currently leading the end-to-end e-commerce strategy for the Dr. Scholl's brand.



BRANDON HILL, Manager, E-Commerce/Omnichannel

Hill manages the Walmart e-commerce business (Walmart.com, Online Grocery Pickup, Jet.com and SamsClub.com) across the entire Bayer portfolio of brands. He is responsible for developing innovative solutions to simplify the shopping experience and drive omnichannel growth.



LISA KELLER,
Manager, E-Commerce/
Omnichannel – E-Commerce
Retail Media Lead



Keller coordinates, monitors and evaluates media strategies and campaigns executed across various retailer-owned media platforms. She leads the collaborative relationship between brand, e-commerce, partner agencies and retailers to drive positive outcomes, delivering upon established KPIs.

GABE MATTINGLY, Vice
President, E-Commerce
Consumer Health



Mattingly leads e-commerce for the company. His team drives best-in-class solutions across capabilities, supply chain, content, sales, demand activation, business intelligence, business development and category.

LEIGH PETER, E-Commerce Marketing
and Merchandising

BED BATH & BEYOND

ERICA D'ALOIA, Senior
Site Optimization Analyst



D'Aloia is responsible for identifying business opportunities, diagnosing website problems and assessing risks using analytics to help make data-driven decisions. She collaborates cross-functionally for testing and enhancing the website's features to increase conversion and customer experience.

BEIERSDORF



SARAH POMPOSELLO,
Team Leader, E-Commerce



Pomposello drives the e-commerce channel strategic direction and leads an e-commerce dedicated and cross-functional team. She is responsible for driving online sales, share growth and owning relationships for key pure play customers.

BEST BUY

ANASTASIA BENZ, E-Commerce
Director

CORY EHLERS, Director of E-Commerce

LISSA GATZ, Vice President,
E-Commerce Category Management

ANGELA MATTOX, Senior Director,
E-Commerce Digital Marketing

ALLISON PETERSON, President,
E-Commerce

BIC



JUSTIN ODOM, Director, E-Commerce

BISSELL HOMECARE

SARAH BASHAW, Digital Marketing
Associate Director, Digital Content and
E-Commerce

BLUE BUFFALO

CHRIS GREENE, Vice President,
E-Commerce

BLUE DIAMOND GROWERS

JONAS PARETZKIN,
Director of E-Commerce
and Retail Stores



Paretzkin is responsible for the e-commerce and retail store businesses in North America and building capabilities in international markets.

BOZZUTO'S

STEVE METHVIN, Vice President –
E-Commerce/Retail Technology

C

**CAMPBELL SOUP/
PEPPERIDGE FARM**



MARK EDMONSON,
Director, E-Commerce
Brand Marketing



Edmonson leads marketing strategy and planning for eight grocery categories to drive toward accelerating the company's e-commerce presence. He also leads best-in-class content and visual strategies and partners cross-functionally to develop an enterprise process for content development, measurement and optimization.

NATHAN SCHWEDERSKE,
Vice President, E-Commerce

NATASHA VITALE, E-Commerce
Category Strategy Lead

JOSEPH VIZCARRA, Customer Sales
Lead, Omnichannel – Walmart

STEPHANIE WOOD, Director,
E-Commerce Business Development,
Omnichannel

CANON USA

GARY PAVAN, Director, Digital
Marketing and E-Commerce

CHOBANI

MICHELE MCNAMARA,
Vice President,
E-Commerce



McNamara is responsible for setting Chobani's growth strategy behind e-commerce. With nearly a decade of experience in the space, her passion is driving brand discoverability through meaningful content while delivering a shortened consumer journey.

CHURCH & DWIGHT



MICHAEL MURPHY, E-Commerce
Strategy Manager

FRANK ROSARIO, Retail
E-Commerce Manager



Rosario manages retail brick and mortar e-commerce initiatives and has more than 15 years of experience in developing and executing digital marketing and e-commerce strategies for consumer brands. His experience includes development and management of D2C and B2B-facing digital experiences. He leverages emerging digital media to increase brand awareness, foster consumer engagement, enhance market position and drive sales.

CLIF BAR



CHRISTINE CHUN, Vice
President of E-Commerce



Chun provides strategic vision and leadership to drive Clif Bar & Co's business and brands through e-commerce channels, inclusive of pure play, brick & click/omnichannel and direct-to-consumer experiences.

CLOROX

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**LYNE' BROWN, Vice President,
E-Commerce**

**ANNE ZYBOWSKI,
Team Leader,
Omnichannel Retail**

Zybowski is responsible for developing partnerships and driving test-and-learn pilots with strategic brick-and-click customers and leading the development of omnichannel strategy and capabilities.



COCA-COLA

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**VU HOANG, E-Commerce
Project Manager**

Hoang leads e-commerce content and digital shelf strategy for the company. His work includes improving traffic and conversion across the Coca-Cola portfolio as well as supporting the syndication and management of content with CSPs and customers.



**LOUIS MUSHOCK,
Account Executive**

Mushock is responsible for maintaining and growing Coca-Cola's business on Amazon.com. He leads efforts across many cross-functional teams to ensure the successful execution of customer operations.



**IRENE SHTRULIS,
Senior Marketing Manager,
E-Commerce**

Shtzulis is responsible for the innovation, development and execution of e-commerce shopper marketing strategy across the portfolio of Coca-Cola brands for Coca-Cola North America pure-play and multichannel customers.



**TODD SKIDMORE, Senior
Manager, E-Commerce**

Skidmore leads the direct-to-consumer e-commerce strategy, marketing, platform development and overall business in North America.



**MATTHEW TARALLO,
Director of E-Commerce
Revenue Growth
Management**

Tarallo and his team lead the development and implementation of the company's customers' annual business plans, franchise and commercial leadership, and pricing architecture across its e-commerce customers.



**KATIE TIEMAN,
Director, E-Commerce
Strategy & Planning**

Tieman is responsible for developing and driving the overall strategy for Coca-Cola to capture digital commerce growth.



**MATTHEW WEMPLE,
Senior Manager,
E-Commerce Business
Development**

Wemple works on the company's e-commerce business development team leading new commercial relationships with emerging e-commerce players and innovating digital efforts with retail and foodservice customers.



**THURMAN WILLIAMS,
Director of E-Commerce,
Business Development**

Williams is responsible for driving revenue and first-mover advantage by exploring commercial opportunities with emerging and traditional retailers that lead to strategic partnerships, while also developing capabilities internally across retail sales.



COLGATE- PALMOLIVE

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**SAMANTHA BOULUKOS,
Director, E-Commerce**

Boulukos leads the company's U.S. e-commerce business, including setting priorities, collaborating with marketing, sales, supply chain, etc., to develop products and enhanced marketing materials for e-commerce sites as well as growing sales with eRetailers.



**JAAP ELEKAN, Associate
Customer Development
Manager – Amazon**

Elekan is responsible for driving strategic growth across multiple brands and categories on Amazon. His innovative thinking and adaptability to change are helping him succeed every day.



**VIVEK RASTOGI, Associate
Director – Amazon, Team Leader**

COMBE

**JASON FRIEDLANDER, Senior Vice
President and General Manager,
E-Commerce, Media & Analytics**

CONAGRA BRANDS

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INSTITUTE

**JILL KRISTLE, Manager, Digital
Marketing**

**KELLY MILLER,
Associate Director,
Digital & E-Commerce**



CONSTELLATION BRANDS

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**WAYNE DUAN, Vice
President of E-Commerce**

Duan is leading the company's e-commerce growth agenda across beer, wine & spirits to further propel its market leadership. His team oversees the e-commerce activities in sales, category management, marketing, strategy, business development and digital shelf catalog management.



CONTENT26

**DAVID ZIMMERMAN, Enterprise Sales
Director**

COST PLUS WORLD MARKET

**DIANE BURNETT, Senior Director,
Digital Marketing**

**MELISSA OLDENBOURG, Senior
Director of E-Commerce**

COSTCO

MIKE PARROTT, Senior Vice President,
U.S. E-Commerce

COTY US

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ERIC LONG, Vice President,
Digital Product – New Technology

CRAYOLA

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JASON EASTMAN, Vice
President, E-Commerce



Eastman has spent the last 24 months leading the formation of the company's e-commerce business unit (direct-to-consumer and retail). During this time the team has been focused on growing faster than the market, enterprise capability development and filling out the organization.

CVS HEALTH

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HEIDI RAYDEN, Senior Director,
Omnichannel Digital

MARYALYCE SAENZ, Senior Director,
Omnichannel Merchandising and
Category

D

DANONE NORTH AMERICA

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INSTITUTE

**ANNA TARNAWSKA
BERLIN**, Director,
E-Commerce



Berlin is responsible for the company's overall e-commerce and marketing strategies as well as building its internal capabilities. On a day-to-day basis, she oversees paid and organic search, and works with the teams to develop content and programs to drive traffic and sales with retail partners.

DAS COS.

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INSTITUTE

ROSS SACHS, E-Commerce and
Communications Director – Marketing
& Digital Solutions

DEAN FOODS

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INSTITUTE

ASHLEY KARLSTROM,
Brand Manager



Karlstrom leads e-commerce channel marketing execution for all Dean Foods brands including DairyPure and TruMoo. She has implemented new internal processes, partnerships and content focused on creating world-class online brand experiences.

NEHA MALIK, Director
of E-Commerce



Malik leads the development and overall execution of modern commerce, vision and the roadmap of Dean Foods through strategic initiatives including development, management and implementation for the company's e-commerce strategy, advancing new capabilities and driving retailer partnerships.

DEL MONTE FOODS

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INSTITUTE

JENNIFER REINER, Senior
Director, Omnichannel
Marketing & E-Commerce



Reiner develops integrated marketing communication plans and builds functional and organizational capability. She is directly responsible for shopper marketing, digital, consumer promotions, Del Monte Kitchens, creative services, agency management and e-commerce.

DOMINO FOODS

PATH TO PURCHASE
INSTITUTE

TOM GOULD, Director of Consumer
Marketing

DYSON

KARTHIK IYER, Vice President –
Digital and Direct, Americas

E

E.T. BROWNE DRUG

ROB CIAFFAGLIONE,
Director of E-Commerce



Ciaffaglione is responsible for leading the development and execution of the e-commerce channel strategy for the Palmer's skincare and haircare brand.

E. & J. GALLO

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JENNIFER BURROUGHS,
Account Manager,
E-Commerce



KATE GRITSCH,
Manager,
E-Commerce Sales



KAREN MIZELL,
Director, Digital and
E-Commerce Sales



LINDA PALUS, Director
of E-Commerce



Palus leads the company's direct-to-consumer e-commerce initiatives. In addition, she is developing its MarTech and data marketing roadmap and strategies to build a 360-degree view of and one-to-one relationships with consumers.

BRITTANY STORY,
Senior Manager,
E-Commerce Sales



GREG YAUNEY, Analytics
& Capabilities Manager



F

FERRERO USA

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INSTITUTE

JASON ADAMSKI, North American
Consumer Connections Lead



MILLERCOORS U.S.:

SARA WELCH GOUCHER – E-Commerce Marketing Lead

The grocery e-commerce landscape fascinates Sara Welch Goucher. There are several layers of complexity in grocery e-commerce that she did not encounter in the world of selling diapers and paper towels during her previous online roles. This drew her to explore a new arm of CPG.

Why the beer industry specifically? Goucher jokes that she is a glutton for punishment. Within a regulated industry that varies state to state, the challenge of growing the e-commerce business at scale is that much more rewarding.

Describe your current job responsibilities and the function of your team.

GOUCHER: To increase awareness of buying beer online, deliver an optimal consumer experience across channels, provide thought leadership in digital and e-commerce to our retailers, and increase the e-commerce organizational IQ at MillerCoors to impact how we plan and invest as a business in perpetuity. All in all, sell more beer when and how consumers want it.

How does your organization promote digital innovation?

GOUCHER: I have been very pleased to step into a culture that embraces innovation, digital innovation and tech experimentation so pervasively. There is definitely a “fail fast” attitude that is supportive of iterative test-and-learns to find new and more meaningful ways to deliver growth. This is most pronounced through our own digital incubator. This team helps us source, build, or license tech to solve business problems.

Can you share a recent example of your e-commerce team’s work that stands out?

GOUCHER: In the short time my team has been in place, we have launched several solutions and programs to determine what is most meaningful and scalable for this category in omnichannel to replicate quickly. As a result, we are seeing strong double-digit growth.

How does your team engage with MillerCoors’ shopper marketing team members?

GOUCHER: Our teams are interconnected and serve as an extension of the shopper or customer marketers at various accounts. We help to bring new perspectives on how to drive demand, deliver one-to-one personalization and evaluate an end-to-end customer experience to get to a minimal viable solution at retail when building programs. We work with this team on co-creating best-in-class omnichannel programs customized for each retailer.

What digital devices and services do you use most often, and how much of an omnichannel shopper are you?

GOUCHER: My Amazon Echo Show is on multiple times throughout the day – primarily for recipes and music. It is very rare for me to be in a physical store. Whenever I have a customer service issue – I turn to Twitter versus any other service to get my problem resolved. It is an amazing case study to watch the speed and manner in which companies handle issues differently in social media. Finally, my husband and I just bought our first house. We have been leveraging the AR functionality of furniture store apps.



Photo by Brian Morrison

How can brands, in general, take better advantage of the opportunities in e-commerce?

GOUCHER: By pestering the status quo. The brands that re-evaluate building and creating affinity to their brand through the lens of launching today would by default make vastly different decisions to maximize the lifetime value of their shopper base. Would you have made the package that way if you started the business today? Would you spend that much in TV if you started today? The answer is likely no.

Where do you see e-commerce headed in the next few years?

GOUCHER: I had a manager once tell me “this is the slowest pace of change you will experience in your lifetime.” This resonated with me because it serves both to motivate and to humble. In other words, there are several paths we could see the market go, and if I was clairvoyant, I would be making my living in other ways. That doesn’t change the fact that we must place bets and thus make calculated decisions to better position our businesses to benefit. In the next few years, I think it’s obvious that voice commerce will become a bit more ubiquitous with how we shop.

— Institute Staff

G

GENERAL MILLS

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RICHARD GENTNER, E-Commerce Manager



For the past four years Gentner has led the company's e-commerce capability development for North America. Key responsibilities are base content management and analytical roadmap development. He's been with General Mills for 20 years.

MATTHEW KARSCHNIK, E-Commerce Global Capability Lead

TYLER KEEHR, E-Commerce Marketing Associate



Keehr executes marketing strategies across Amazon Fresh and FreshDirect retailer platforms. He supports business analysis by summarizing data, trends and marketing performance, and performs quality assurance on campaigns and monitors competitive activity to identify gaps and opportunities.

BRIAN WESTINER, Senior Category Development Manager



Westiner leads General Mills' digital shelf optimization team. He is responsible for the development and execution of e-commerce category management and merchandising strategies, integrating shopper insights, digital analytics and user-experience design.

GEORGIA-PACIFIC

JEREMY DOBBIE, Director of Digital Marketplace

TAMIKA MCCOGGLE, Senior Manager, Digital & E-Commerce Marketing

RAHUL SARASWAT, Senior Manager, E-Commerce Business Effectiveness



Saraswat is the e-commerce business effectiveness lead for both consumer (retail) and professional (B2B) divisions, in charge of executing e-commerce capabilities such as digital content management, digital shelf management, digital marketing, consumer reviews, search optimization, and fulfillment for retail partners and distributors.

SHALIN SHAH, Vice President, Omnichannel and E-Commerce



Shah is vice president of omnichannel and e-commerce at GP PRO, responsible for leading capabilities within the company's e-commerce and omnichannel customers where he has helped to drive strategies resulting in more than \$100 million in revenue.

BRETT VETTER, E-Commerce Director

GIANT EAGLE

DAN MAGRISH, Director of E-Commerce Marketing



Magrish leads e-commerce marketing for Giant Eagle, responsible for marketing strategy and execution supporting grocery pickup and delivery, gift cards and other emerging offerings at the chain's more than 200 supermarket locations and online platforms.

GLAXOSMITHKLINE

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STEVE KINSEY, Senior Manager, E-Commerce Strategy



Kinsey is responsible for the company's e-commerce marketing and strategy in the U.S. This includes driving online brand growth with partner agencies and retailer media platforms, identifying new vendors and technologies, and defining and training on best practices.

AMY LABROO, Director of Digital Marketing & Omnichannel



Labroo has more than 15 years of experience and expertise leading digital, e-commerce and omnichannel strategy for various industries. She leads digital for GSK's U.S. CHC, focusing on mobile-first, consumer-obsessed, data-driven digital marketing.

GOODYEAR TIRE & RUBBER

AARON BUNDSCHUH, Director, Interactive Marketing & E-Commerce

H

HAIN CELESTIAL

JULIE BOWERMAN, Senior Vice President, Digital Engagement & E-Commerce



Bowerman recently joined the company to lead and build the transformation of Hain's online transaction and brand digital experiences. She has more than 20 years of CPG experience in a variety of marketing, commercial and digital roles. She previously worked at Coca-Cola and built its U.S. e-commerce business.

HASBRO

PATRICK MERRIAM, Director, E-Commerce Technology

NATHAN PENDLETON, Senior Manager, E-Commerce, Walmart U.S.



HEB GROCERY

JAG BATH, Chief Digital Officer

GARY HUDMAN, Director of E-Commerce Merchandising

KEDAR PATEL, Director of E-Commerce

HENKEL

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TIM BLACHOWSKI, Director of E-Commerce

JAMES FERNANDEZ, E-Commerce National Account Manager



Fernandez delivers profitable growth to the retail organization through the online pure play channel and develops best-in-class e-commerce content for national online retailers.

LAURA HYLAND, Vice President, E-Commerce U.S.



Hyland leads the growth of the company's e-commerce business in the U.S. Her focus has been on sales growth, developing e-commerce capabilities, building a team from the ground up, advancing organizational eLearning, and fostering new partnerships.

HERSHEY

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BEVON DORMER, Senior Associate
Manager, E-Commerce, Amazon

CARRIE LATHROP,
Senior Manager,
Holistic Captaincy &
Business Intelligence



Lathrop is pioneering the advancement of category management in an omnichannel world, bridging shopper experiences across channels and devices for the company's retail partners. She also leads a team focused on advancing digital analytics and measurement across the company.

MEGAN PANTALONE,
Digital Commerce
Manager,
Owned Solutions



Pantalone develops and manages a holistic enterprise strategy across direct-to-consumer, marketplace and B2B-owned digital platforms. She recently worked to develop and execute a best-in-class cold chain fulfillment solution that enhanced consumer experience and drove share and revenue three times over the previous year within the digital confection category.

JESS STEPHENS, E-Commerce
Manager, Business Intelligence

HILL'S PET NUTRITION

FRANCESCA HAHN,
E-Commerce Director



Hahn leads the company's U.S. e-commerce business including developing eRetailers, partnering with omnichannel customers, driving a superior experience online to the pantry, and building its capabilities to win tomorrow.

HOME DEPOT

RANJEET BHOSALE, Director,
E-Commerce Online Analytics &
Business Intelligence

HONEY BAKED HAM

EVANA OLI, Director of Omni &
New Channels

HY-VEE

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MATT LUDWIG, Chief Information
Officer and Executive Vice President,
E-Commerce

J

J.M. SMUCKER

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DAN COOKE, Vice
President, E-Commerce



Cooke leads e-commerce strategy, sales and capability enablement for the company's vast portfolio of food, beverage and pet brands. His responsibilities include pure play, brick and click, direct to consumer and B2B sales, marketing and fulfillment solutions.

JESSICA FAIR, Director, Omnichannel
Customer Marketing

Fair's passion for shopper marketing started 12 years ago and has evolved with enhanced connected commerce capabilities. She is responsible for leading a team of shopper marketers focused on driving omnichannel strategies across all classes of trade.

JACK LINK'S

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PAUL WATSON,
National Sales Manager,
E-Commerce



Watson is responsible for the e-commerce channel and is the team lead for strategic leadership, planning, vision, P&L and execution. He doubled e-commerce revenue contribution and increased market share by executing against strategic pillars of sustainable economics, e-commerce packaging, improved supply chain efficiencies and joint business plans.

JOHNSON & JOHNSON

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ASHLEY KENNEMER,
Shopper Marketing
Manager



Kennemer is responsible for developing and executing insight-driven shopper marketing activations for the company's beauty portfolio at Walmart. She strives to deliver innovative, omnichannel programs that drive sales and elevate the shopping experience.

K

KELLOGG

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CHRIS BRANTLEY, Senior Manager,
E-Commerce, Club Channel

KATIA COLSTON,
E-Commerce Sales Lead



Colston has full channel P&L responsibility on the e-commerce business development and account management team, heading e-commerce customer partnerships, channel marketing and sales strategy development, annual strategic joint business planning, digital 4P excellence and performance measurement and automation for the full Kellogg's brand portfolio for North America with West Region retailers that include Albertson's, Meijer, H-E-B and Hy-Vee.

TRAVIS COLVIN,
Director, E-Commerce
Business Development



Colvin is responsible for identifying and executing new business development opportunities designed to generate profitable share growth in the online grocery category. His key areas of focus include opportunity sizing, strategy development and capability building across the enterprise, including digital shelf, PPA, measurement and analytics.

WHITNEY COOPER,
E-Commerce Sales
Lead, Walmart U.S.



Cooper joined the company in 2016 leading shopper marketing strategy and activation at Walmart for frozen foods and digital activation strategy for snacks and morning foods. In 2017 she was promoted to her new role where she leads its e-commerce business at Walmart, including Walmart.com, Jet.com and online grocery pickup activation.

ANDREW FREEMAN,
Global Director,
E-Commerce Capability



Freeman is a technology evangelist with more than 15 years of experience in e-commerce across sales, marketing and operations. He is responsible for developing global strategies to help drive digital transformation and sales innovation through technology.



MONDELEZ INTERNATIONAL:

ALISTER GREENWOOD, Head of Global E-Commerce Insights

Alister Greenwood's previous roles have prepared him for his current e-commerce job by their unique experiences yet comparative focus on the consumers' needs. Before coming to Mondelez, Greenwood worked for a major personal care retailer, several CPG food and beverage manufacturers, and also a global research agency that gave him a more holistic perspective.

Describe your current role and the function of your team.

GREENWOOD: I lead the global e-commerce insights agenda at Mondelez, which comprises research, insights and analytics. I work with a talented team across our key regions and markets to develop our capabilities and competitive advantage by understanding shopper behavior on the digital path to purchase, building a performance management framework (harnessing our data and analytics) and developing learning agendas that prioritize local needs.

Can you describe your view of e-commerce developments in the overall industry?

GREENWOOD: There has been an incredible amount of change in e-commerce in a short space of time and very differing journeys of evolution across the biggest markets. We first started looking at the impact of e-commerce upon the UK market more than 10 years ago, a home-delivery model dominated by the big grocery retailers. France, also dominated by grocery retailers, saw the high cost of home-delivery fulfillment in the UK and prioritized a click-and-collect model with a greater assortment of private label brands to boost margins.

The U.S. model is on a different trajectory, dominated by Amazon and heavily influenced by Amazon Prime free two-day delivery. Given the variability of population density and the regionality of retail in the U.S., building an extensive home delivery e-commerce network is a hugely expensive undertaking. The game has changed now with Amazon's purchase of Whole Foods, and the rapid response of Walmart, Target and Kroger with a focus on click-and-collect to make use of the differentiated assets – stores. There is also the development of “concierge-fulfilled” e-commerce pure players like Instacart and Shipt, which provide further choice and additional competition. Convenience, assortment and speed remain the focus within U.S. e-commerce.

What else is out there?

GREENWOOD: The Chinese e-commerce market is more integrated into the broader digital ecosystem and there is a greater focus on user experience and exploration. As a “mobile-first” market, users spend more time clicking, interacting and exploring products. Retailers have responded to this by including personalization via user experience and entertainment to create a more engaging online shopping experience.

How can brands, in general, take better advantage of the opportunities in e-commerce?

GREENWOOD: For CPG brands there is the perpetual challenge of “mental and physical availability” in e-commerce – standing out within a digital shelf that may not conform to traditional mer-



Photo by Steve Hockstein

chandising and where most shoppers do not venture past the first page. Understanding and investing in search is crucial for brands. For instance, consumers use Google search differently than Amazon search. The returns we see are healthy, and combined with high loyalty and conversion e-commerce provides as much a brand-building platform as a way to advertise and be found.

How do you keep an ear to the ground in such an ever-changing digital landscape?

GREENWOOD: I read as much as I can and I rely on about 10 different trusted publications. I also follow key influencers, connect with peers across the globe and attend relevant conferences to try to keep up to speed.

What are the current and upcoming challenges or disruptors to e-commerce?

GREENWOOD: Supply chain costs and inefficiencies as well as complexity of getting to the right pack types at the right price points. The ever-increasing competition for traffic and precariousness of retailer margins are significant challenges for e-commerce.

Where do you see e-commerce headed in the next few years?

GREENWOOD: A world where a more seamless connected user experience exists. From checking emails or connecting socially to browsing a more curated personalized experience, to searching and purchasing in a connected and seamless digital journey. I think it'll look a lot more like the Chinese e-commerce market.

— Institute Staff

ALLISON GRIM,
Senior Manager,
E-Commerce, Kroger



Grim's career spans retail management, customer marketing and account management. She is currently responsible for leading the company's e-commerce business at Kroger. Leveraging insight and analytics, she devises strategy with a cross-functional team to accelerate Kellogg e-commerce performance.

JILL ROURKE,
Manager, E-Commerce,
North America



Rourke leads shopper marketing for all Kellogg's brands on Amazon, focusing on building multi-brand programs from insights to drive efficiencies and the ultimate goal of sales. She imparts the importance of selection, digital shelf and the right KPI to drive ultimate success.

ANDY ROWLES,
Senior Manager,
E-Commerce Sales



Rowles has put more than 23 years of experience in the CPG industry to work by developing the Kellogg's portfolio with pure play startups. He has built the business and the relationships with the likes of Boxed.com, Jet.com, GoPuff.com and most recently JD.com.

TONY SHIAVONE, Senior Manager,
E-Commerce

KAMELA WARREN, Senior Manager,
E-Commerce

KEURIG DR PEPPER



SHEILA BONNER, Vice President,
Shopper Marketing, Insights and
Merchandising

DENISE CRAWFORD,
Senior Director,
E-Commerce Sales
Operations Strategy



Crawford leads the commercial sales operations e-commerce team for the KDP Warehouse Direct and DSD portfolio of brands. She is commercializing a strategy to unlock complex distribution and licensing agreements for the DSD portfolio to make the full portfolio available online anytime, anywhere.

JAMIE DOOLEY, E-Commerce Sales
Vice President

PATRICK MINOGUE, Senior Vice
President of E-Commerce

BRIAN POTTS, Sales Vice President,
E-Commerce, Amazon

CAMBRIE ROSSI, Manager,
E-Commerce Marketing

HAYLEY THEALL, Associate Manager,
Omnichannel Marketing

JAMIE DOOLEY, E-Commerce Sales
Vice President

KIDS II

MIKE HORNIGOLD,
Vice President, Global
E-Commerce and Asia



Hornigold is responsible for leading the global transformational change of a brick-and-mortar-first company to an e-commerce-first company, including developing its e-commerce strategy, leading its global e-commerce sales organization, opening and building more collaborative relationships across e-commerce partners, and optimizing content, marketing and supply chain capabilities to meet the needs of its shoppers and retail partners.

KIMBERLY-CLARK



SARA GILBERT LEONARD,
E-Commerce Lead – Adult and
Feminine Care

SANELA ODZIK, Senior Manager,
Global E-Commerce Capability

VICTORIA TYLINSKI,
Director, E-Commerce IQ



With more than 10 years of CPG experience, Tylinski leads the e-commerce IQ team, which identifies and develops capabilities and tools to drive e-commerce growth, including search, content and data/reporting. She creates and oversees the company's e-commerce vision, strategies, plan development and targets for business units, and with her team, leads retail partners in developing e-commerce strategy and execution.

KIND



BRIAN DUDZINSKI,
Director, E-Commerce



With more than six years of experience, Dudzinski leads the e-commerce sales channel for the company. Through digital story telling and data-driven decision-making, his efforts have elevated it to a leadership position in the space.

PAMELA THOMPSON, E-Commerce
Manager

KROGER

MATT THOMPSON, Vice President,
Digital Business



L'OREAL



VIVIANNA BLANCH, Vice President,
Integrated Consumer Communications,
L'Oreal Paris

MARY FOX, Senior Vice President of
E-Commerce, Category Management,
Business Development and Future of
Retail

PAT FRANQUELIN, Vice President,
E-Commerce

ELLEN HAWES, Director, E-Commerce
and Digital Strategy

JUSTINE KAZAN,
Director, E-Commerce



Kazan manages the development and performance of digital shelf tools, playbooks and roadmaps to increase performance and drive sales goals. She has a proven track record in meeting retailer needs and supporting long-term performance across all digital KPI's.

GEOFF MEADE, Assistant Vice
President, E-Commerce Strategy and
Operations

Meade is responsible for the e-commerce channel strategy, sales planning and content syndication across the company's mass beauty division.

MIKAEL NOLEAU, Director of
E-Commerce and Omnichannel

DANIELLE ROSE, Vice President of
Global E-Commerce, Urban Decay

ELLEN SUH, Director of E-Commerce

RACHEL WEISS, Vice President, Digital Innovation & Entrepreneurship

M

MAGID GLOVE & SAFETY

AUSTIN GABOR, E-Commerce Marketplace Strategist

ROB STANLEY, E-Commerce Strategist

Stanley leads e-commerce strategy, sales and capability enablement for the company's vast portfolio of PPE through online channel marketplaces. His responsibilities include marketing, content development, supply chain and project management.



MARS WRIGLEY CONFECTIONERY

PATH TO PURCHASE INSTITUTE

ANDREW CAPRON, Vice President, New Transactions

Capron's team is responsible for expanding the reach and conversion of the company's brands by creating brand transactions in new places. To make this happen the team thinks about how its brands can be relevant to consumers in unexpected places in both the physical and digital world and create solutions to meet those moments.

BILL DILLON, Senior Manager, E-Commerce/Digital Markets

HEIDI MACKEY, Senior Category Manager

HANNAH MCKEE, Shopper Marketing Manager

SONIA SETHI, Digital Commerce Acceleration Director, Americas

Sethi is focused on accelerating the company's digital transformation by building organizational capability across digital marketing, operations, analytics and talent development, with an emphasis on Amazon, omnichannel and D2C.



PETER STRONG, Customer Business Leader, Digital Commerce

Strong and his team partner with leading retailers to accelerate confectionery sales online by leading the charge to be digital first.



MASCO

TANUJA SINGEETHAM, Vice President, Digital Marketing

Singeetham is responsible for leading and driving digital marketing, social media, CRM, promotions and e-commerce initiatives for the Behr and Kilz paint and primer brands.



MASSIMO ZANETTI

PATH TO PURCHASE INSTITUTE

ROD RICKMAN, Senior Manager, E-Commerce

Rickman leads the strategy and development of the e-commerce channel. Brands include Chase & Sanborn, Chock full o'Nuts, Hills Bros. Coffee, Hills Bros. Cappuccino, Kauai Coffee, MJB Coffee and Segafredo Coffee.



MASTER LOCK

MARTI GAHLMAN, Director, Digital Strategy & Web Services

MATTEL

PATH TO PURCHASE INSTITUTE

HADI ABRISHAMCHIAN, Head of Amazon U.S. Customer Marketing

Abrishamchian directs Amazon U.S. shopper marketing and strategic sales planning across Amazon Toys & Games and Baby GLs for all Mattel and Fisher-Price brands.



DENNIS CHUNG, Senior Director of E-Commerce

MCCORMICK AND CO.

PATH TO PURCHASE INSTITUTE

BRIAN FREDERICK, Director of E-Commerce

Frederick has more than 16 years of experience driving marketing and sales initiatives. He creates optimized interactions with customers and prospects in the ever-evolving digital environment by leveraging data and user experience. He and his team have been paramount in developing a multichannel digital approach in the company's integrated digital/e-commerce program.



JACKIE LOGAN, E-Commerce Manager

MEIJER

PATH TO PURCHASE INSTITUTE

JUSTIN SESSINK, Director, Digital Shopping & E-Commerce

Sessink leads the digital shopping & e-commerce team. As digital continues to play an important role in customers' lives, he is responsible for developing more ways for customers to shop with Meijer, which include home delivery, curbside pickup and more.



MILLERCOORS

PATH TO PURCHASE INSTITUTE

SARA WELCH GOUCHER, E-Commerce Marketing Lead

See profile on page 7

SHELDON KAIL, Director, E-Commerce Solutions

Kail leads e-commerce category solutions. He is the architect of the company's e-commerce strategy and developed the base set of tools and customer solutions to help retailers grow the size and value of their online beer business.



JESSICA OWENS, Chain Sales Manager, E-Commerce

MOEN

NICK MARPLE, Senior Director, Digital Commerce Strategy and Account Management

MOET HENNESSY USA

PATH TO PURCHASE
INSTITUTE

ISABELA GABALDON, E-Retail Manager, Southeast Region

KERRI LACAPRA, E-Retail Manager, National Accounts



LaCapra is at the leading edge of the National Accounts team's digital commercial strategy, internal literacy and business development. She is ultimately responsible for growing the MHUSA online footprint and visibility, digitally engaging shoppers and growing region sales in this high potential channel.

KYLE YEARICK, Vice President, Trade Marketing

MONDELEZ INTERNATIONAL

PATH TO PURCHASE
INSTITUTE

CHRIS BUTLER, Head of E-Commerce North America

ANDREW FELDMAN, Senior E-Commerce Marketing Manager



Feldman leads e-commerce search marketing for Mondelez where he oversees paid and organic efforts across all its retail partners. He previously held progressive e-commerce roles at RB and Mars Chocolate.

ALISTER GREENWOOD, Head of Global E-Commerce Insights

See profile on page 10

SHEERA HOPKINS, E-Commerce Shopper Marketing



Hopkins leads e-commerce shopper marketing and media for the organization, driving traffic and sales with retail partners. She specializes in developing best practices for e-commerce advertising strategies and conversion media.

JEFF JARRETT, Vice President, Global Head of E-Commerce



Under Jarrett's leadership, Mondelez has become the global online snacking leader with No. 1 brands in key markets around the world, growing at more than 40% per year. He has 20-plus years of digital and e-commerce experience building brands, driving innovation and delivering profitable growth. He also led digital transformation and e-commerce at Kimberly-Clark.

CONNOR MORHARDT, E-Commerce Sales Business Leader

KATRINA PLUMMER, E-Commerce Marketing Lead, Confections



Plummer is building best-in-class e-commerce marketing capabilities through content, search and activations. She partners with the company's retail customers to drive a seamless brand experience as consumers migrate to explore and buy online.

NESTLE-PURINA

PATH TO PURCHASE
INSTITUTE

NATHAN MARAFIOTI, Group Director, E-Commerce



Marafioti has spent the past five years working in an e-commerce-focused role and the last 18 months at Nestle-Purina. Knowing how different pieces of a larger organization (such as sales, marketing, media, manufacturing/supply, shopper marketing, etc.) work together within a strategic framework has helped him to gain alignment as he works to integrate e-commerce into a global manufacturing and marketing organization.

NEWELL BRANDS

PATH TO PURCHASE
INSTITUTE

DON BRETT, Global Vice President of E-Commerce

DALE EDMAN, Vice President of E-Commerce - Outdoor and Recreation, Fishing

LEANNE HEIDENBERG, Associate Manager, E-Commerce Trade Marketing - Home Fragrance

VIVEK KUMAR, Director, E-Commerce (Direct to Consumer)

PATRICK LIVINGSTON, Director, E-Commerce - Home Fragrance

KACIE MCKEE, E-Commerce Trade Director - Food

JEREMY SILKOWITZ, Senior Manager, E-Commerce - Baby & Parenting

NORTHERN TOOL & EQUIPMENT

NATE MILLER, Vice President, E-Commerce Marketing & Web Design

OFFICE DEPOT

JAMIE COLUMBUS, Vice President, E-Commerce

RICHARD POLLY, Vice President of Customer Experience

KHALID SALEEM, Vice President, Digital Business Platforms & E-Commerce Development

MARK SYCHTERZ, Senior Product Manager, E-Commerce

PEPSICO

PATH TO PURCHASE
INSTITUTE

BAVAN SARVENDRAM, Head of E-Commerce, North America

GIBU THOMAS, Senior Vice President, Head of Global E-Commerce

PFIZER

PATH TO PURCHASE
INSTITUTE

FARA POPE, Director, Sales Strategy, E-Commerce

DANIEL SPINDLER, Senior Manager, E-Commerce Digital Shelf Marketing & E-Category Management

MARK STEVENS, Director of E-Commerce

PHARMAVITE

PATH TO PURCHASE
INSTITUTE

JAY NIKOLICH,
Divisional Vice
President, E-Commerce



Nikolich currently leads the development of e-commerce and digital capabilities for Pharmavite's portfolio of brands, including Nature Made vitamins. His team is responsible for evolving the company's digital strategy and infrastructure based on current and emerging retail landscapes.

PRESTIGE BRANDS

PATH TO PURCHASE
INSTITUTE

MARK KARLAN, Director of Digital
Marketing

PROCTER & GAMBLE

PATH TO PURCHASE
INSTITUTE

KANISHKA DAS, Global E-Business
Research Leader

JORDAN DENTON,
Shopper Insights Leader,
Amazon Customer Team



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 retailer in the industry.

ASHLEY DIAMOND, P&G Walmart
Team Associate Director –
Omnichannel Business

KRISTIAN GATEWOOD, Director,
Amazon Customer Team

CHRISTI GEARY, Associate
Director, North America
Omni Retail Innovation
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 a specific focus on emerging omni retailers, shoppers and technology.

BRUCE LUX, Global Digital &
E-Commerce Marketing Leader

KATY MOEGGENBERG,
Digital Marketing/
E-Commerce Leader,
Global



Moeggenberg leads a global organization of more than 50 analysts and in addition serves as an advisor to senior P&G leadership on e-commerce/digital strategies. Prior to this position, she served in a number of roles as an embedded analyst across global businesses and obtained three U.S. patents for her innovation work.

COLLEEN PARKER, Brick and Click
E-Commerce & Digital Strategy

R

RALEY'S SUPERMARKETS

MIKE MOLITOR, Vice President of
E-Commerce & Loyalty

RB

PATH TO PURCHASE
INSTITUTE

SHERILYN GARRARD, Direct-to-
Consumer E-Commerce, Operations
Manager

LAUREN TONKIN,
Team Leader, Direct-to-
Consumer E-Commerce



Tonkin is responsible for end-to-end operations, sales and marketing for RB Health websites such as Mucinex, Airborne, K-Y, Clearasil and Schiff. Her team manages the entire user journey from user experience/user interface and content creation to acquisition and retention.

REMY COINTREAU USA

HEATHER BERGSTEIN,
Senior Director,
E-Commerce



Bergstein leads e-commerce strategy and initiatives, focused on driving the e-commerce business across the Remy portfolio of brands, developing channel-specific activation strategies and programs, cultivating retailer relationships and driving innovation through new partnerships, retail channels and e-commerce opportunities.

REYNOLDS CONSUMER PRODUCTS

PATH TO PURCHASE
INSTITUTE

BRANDI PITTS,
Vice President, Marketing
& E-Commerce



Pitts is responsible for the e-commerce vision and growth strategy for the Reynolds Wrap and Hefty brand portfolios. She leads the organization's online retail strategy, digital marketing, content development and innovation roadmap.

ROBERT BOSCH POWER TOOLS

SONESH SHAH,
Vice President, Brand
Marketing and Digital



Shah leads the brand marketing and digital organizations at the company. In this role, he drives the transformation of the business into one that is more user-focused and digitally savvy.

ROYAL CANIN

ANDRIANA THRO,
E-Commerce National
Accounts Director



Thro drives evolution in the company's digital approach, focusing on developing and implementing strategies to deliver profitable growth for its veterinary and retail businesses.

S

SABRA DIPPING

PATH TO PURCHASE
INSTITUTE

RYAN SAGHIR, Director
of Integrated Marketing



Saghir leads the integrated marketing function at the company (a PepsiCo-Strauss joint venture) where he drives omnichannel communications across PR/influencers, digital and social media as well as experiential to ensure the seamless delivery of the Sabra brand story.

SARGENTO FOODS

PATH TO PURCHASE
INSTITUTE

CAMI SCHENCK, Senior Marketing
Manager – Media & Digital



ACELERADA: OMAR HAQUE, Vice President/GM & Head of E-Commerce

Omar Haque's career has encompassed all things digital. He's been in the e-commerce space since Webvan – the “original” online grocery startup founded in the mid-1990s. His career has taken him from J.P. Morgan to Scholastic. Prior to being recruited to Acelerada, Haque spent five years as head of global e-commerce at Colgate-Palmolive. He was the first full-time e-commerce employee there and was responsible for creating the company's e-commerce strategy, roadmap and execution plan. “I love starting things and being at the forefront of a change,” Haque says.

As the vice president and head of e-commerce at Acelerada – a standalone business unit of Bimbo Bakeries/Grupo Bimbo with brands such as Sara Lee and Entenmann's – Haque says he's focused on disruption. He and his team manage all e-commerce and digital, everything from supply chain and marketing to insights and start-up partnerships. “We are not selling bread online,” Haque says. “We are driving growth.”

Any recent example of this growth?

HAQUE: Our launch on Boxed.com with Entenmann's Little Bites muffins. We went from the first meeting to going online in a matter of weeks, something that can take months in traditional CPGs.

Does Acelerada work with Bimbo's shopper marketing team?

HAQUE: It depends on the customer and can be slightly different based on the pure plays and click-and-collects. Overall, the great thing about Acelerada is that we have our own team and we manage our own budgets – trade, digital, shopper marketing. That makes us nimbler than the traditional side of business.

How can other brands take better advantage of e-commerce opportunities?

HAQUE: You need to start thinking about it right from research and development and innovation labs. E-commerce is not just a down-stream sales thing. Think about it in every aspect of the commercialization process from product development, packaging and supply chain.

Anyone you see doing this well?

HAQUE: Procter & Gamble with Tide Pods. They were almost made for e-commerce and are so much easier to ship than liquid detergent.

How is Acelerada encouraging innovation?

HAQUE: By creating a “safe zone” for associates to experiment and try different things and not be afraid to fail.

What does that look like in practice?

HAQUE: We have a failure competition where we monetarily reward failure. This is very important to us. If you are not failing, you are not taking enough risks and not trying to innovate.

Culture is a great motivator for you. How so?

HAQUE: We spend 30% or more of our time with our co-workers, so it better be a great culture you experience. That was one of my apprehensions when I was leaving the managing-with-respect culture of Colgate-Palmolive. I feel lucky and blessed to have joined a great culture here known for being deeply humane.



Photo by David Fonda

Are there lessons you learned early in your career?

HAQUE: You can't do it alone or with a “B” team. Never suffer in silence, get people smarter than you, and don't be afraid to ask for help.

How do you stay plugged in to an ever-changing digital landscape?

HAQUE: Talking with my peers is the best way. There are 10-15 of us who pretty much grew up in CPG e-commerce, and we frequently and informally exchange notes and ideas. Also, travels across the globe. Finally, I talk to and observe my kids, ages 11 and 16, and how they interact with technology.

What disruptors do you see facing the industry?

HAQUE: From a technology perspective, voice and artificial intelligence will be the biggest game changers on how shoppers' shop and find products.

What else are you watching?

HAQUE: Online grocery is still in the nascent stages in the U.S. and we have a long way to go before catching up to Western Europe. Also, the speed of last-mile fulfillment is going to get faster. Digital native shoppers are used to instant gratification and whoever can crack the code for faster delivery (under 30 minutes or so) profitably and sustainably will be the winner in the online grocery space.

Any parting advice?

HAQUE: Don't overthink. If you have 50%-80% of the data, that's good enough, just pull the trigger.

— April Miller



Photo by Steve Hockstein

You've Got a Friend (in E-Commerce)

By Ed Finkel

Jim Morgan and Calvin Lammers do not work for the same company, yet they talk at least once a week about e-commerce. That type of interaction is vital in a small, fast-changing field, they say.

It's a crucial piece in navigating the e-commerce channel, says Lammers, director of e-commerce at **Spindrift Beverage Co.**

Morgan agrees. "For the longest time, everyone was selfish with that information," says Morgan, head of e-commerce at **Vita Coco**. "If you wrote a book about e-commerce today, it would be outdated by the time it got published. This is the only way – to pick people's brains."

Lammers started at Spindrift in 2017 and has developed the company's e-commerce presence virtually from scratch, he says. He handled e-commerce at Bai Brands and Kind after working in merchandising for J.Crew and Amazon subsidiary Quidsi.

Morgan has been with Vita Coco since 2016, and during that time the company has increased its focus and resources on e-commerce, moving the function from sales to marketing. Morgan rose to his current position in March 2017 and previously worked for Heineken and Diageo, among others.

The pair met through mutual colleague John Denny, now vice president of e-commerce and digital marketing at CAVU Venture Partners. When Morgan reached out, Calvin had no qualms. Their friendship deepened when they realized they both not only have Type 1 diabetes but also use the same New York doctor. "If you need advice on building a diabetes-focused e-commerce site, let us know," Morgan quips.

"When I got into this e-commerce role, I realized there's a lot of information you don't have, especially vis-a-vis large vendors like Amazon Marketplace," Morgan says. "There's not one source of information to guide you and help you understand whether you're doing the right thing or not. I reached out to pretty much every thought leader in the visual commerce space."

To take full advantage of e-commerce opportunities, Lammers

recommends using it as a launch pad or test channel for innovations. "It is a great opportunity for brands to see the potential or upside of a new flavor or new line," he says. "The route to market is so much quicker for that channel, as are the insights or data you're able to gain. These are massive, crowded categories. Having the ability to navigate [e-commerce] disrupts legacy brands."

E-commerce might seem daunting to brands that haven't invested, but they need to realize it's not a niche or a trend, Morgan says. "This is a new reality," he says. "The longer you delay, the more you hurt yourself. Brands who get in early in a category, it's hard to knock them out (given how algorithms are based on past searches). The way to win three years from now is to win today."

Vita Coco's recent wins in the e-commerce space have included using Amazon as an innovation platform to test new ideas, which resulted in a successful launch of an MCT oil product. "It's a category that's big online, it's not necessarily in brick-and-mortar, and we put media behind it," Morgan says. "We quickly got a top five item out of it." Secondly, the company launched an Amazon-exclusive organic coconut water that's secured about 45% of the market, larger than the next five brands combined, he says.

Spindrift took about eight months from starting its e-commerce effort to a "go live" date on Amazon, getting its ducks lined up with regard to operations, supply chain, finance and other internal systems, Lammers says. Since the "go live" in January, the brand has worked closely with Amazon Media Group and Amazon Advertising, strategically marshaling limited resources and seeing "a ton of success over the past 10 months," he says, "to the point where we have the third-best-selling water SKU. To see that rapid growth, it's teeing us up to go big in 2019."

Going forward, both Morgan and Lammers expect shipping and "last mile capabilities" to be a prime area of focus, especially with the Whole Foods-Amazon integration. "Everything is just about how to get shipped in the fastest period of time possible," Morgan says.

SC JOHNSON & SON

PATH TO PURCHASE
INSTITUTE

ANDREW FRAILING,
Director, Shopper
Marketing, North America



Frailing leads the North America shopper marketing organization. With more than 10 years of brand building and commercialization experience, he and his team are responsible for building dynamic and engaging retail activation strategies to drive growth for SCJ and its retail partners.

SCOTTS MIRACLE-GRO

PATH TO PURCHASE
INSTITUTE

BILL LITFIN, Global Director,
Digital and Content

MATTHEW TAYLOR, Director,
E-Commerce Sales and Marketing

ANNE VILLARREAL,
Shopper Marketing
Manager



Villarreal is responsible for understanding the shopper path to purchase, in an e-commerce world. Her focused attention and insight-driven approach to the e-commerce space has resulted in noteworthy results. She serves on P2Pi's E-Commerce Council.

SHERWIN-WILLIAMS

MEGHAN VICKERS, E-Business
Marketing Director

SODASTREAM

OLIVIA ALVAREZ,
Senior Director,
E-Commerce and Digital



Alvarez leads all U.S. e-commerce activities, including SodaStream's Amazon and direct-to-consumer team. This includes digital marketing, promotions, assortment and merchandising.

EVAN HERRON, Manager -
E-Commerce

SPINDRIFT

CALVIN LAMMERS, Director of
E-Commerce

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STANLEY BLACK & DECKER

BRIAN KOSTER, Vice President of
Digital Excellence

STONEWALL KITCHEN

IAN MARQUIS,
E-Commerce Manager



Marquis leads the e-commerce team at the company in developing and deploying innovative digital strategy using Salesforce Commerce Cloud, Marketing Cloud and Einstein AI, driving cutting-edge customer experience and data-driven ROI.

JANINE SOMERS, Director of
Marketing and Direct-to-Consumer
Sales

SUNDIAL BRANDS

RYAN DAHLSTROM,
Senior Director of
E-Commerce



Dahlstrom is responsible for accelerating the growth of the company's e-commerce business through development of new capabilities, improved consumer experiences, and exploration of new strategic initiatives.

T

TIME INC. RETAIL, A DIVISION OF MEREDITH CORP.

PATH TO PURCHASE
INSTITUTE

AMY MANDELBAUM, Marketing
Director

HOLLY OAKES,
Brand Director



Oakes is responsible for the creation and implementation of customer-specific programs for all brands in the Time Inc. portfolio, which includes *People*, *Time*, *InStyle* and *Sports Illustrated*. Retailers of focus are Walmart, Target, Kroger and Safeway/Albertsons.

TOM'S OF MAINE

PATH TO PURCHASE
INSTITUTE

MICHAEL LETARTE, Shopper and
Customer Marketing Manager

TOPPS CO.

JEFFREY HECKMAN, Director, New
Product Development & E-Commerce
Marketplace

CHRISTOS PAIZIS, Associate Brand
Manager, E-Commerce

TYSON FOODS

PATH TO PURCHASE
INSTITUTE

MATT EARLEY,
Shopper Marketing
Manager, Walmart



Earley is responsible for marketing Tyson Foods' family of protein-centric brands at Walmart through Walmart Online Grocery Pickup, in-store support, digital efforts and Walmart.com.

KRISTIN KUSNIERZ, Shopper
Marketing Manager

TIM MADIGAN, Vice
President, E-Commerce



During his time with the company, Madigan has built an e-commerce sales team, a digital content marketing ecosystem and a center of excellence for retailers and distributors who are now doing e-commerce. He is currently developing the capability to connect with consumers through emerging digital channels.

KELLY STOCK, Shopper
Marketing Manager



Stock leverages the company's leading shopper insights to align with Kroger's needs, showcasing the right marketing mix including the new evolving digital landscape to seamlessly integrate into relevant executions to achieve successful KPIs. Leading the marketing plan creation, execution and budget management, she works closely with sales, marketing and category management team members to surpass the expectations of Kroger, surprise and delight target shoppers and ultimately influence their purchase behavior.

U

UBISOFT

PATH TO PURCHASE
INSTITUTE

BRENDA PANAGROSSI, Vice President,
Digital Sales and E-Commerce

UNILEVER

PATH TO PURCHASE
INSTITUTE

BOB BOWMAN, Global E-Commerce
Innovation & Strategy Director

MICHELLE CRACRAFT, Amazon
Performance Marketing Manager

JENNA SPIVAK EVANS, Search
Strategy & E-Commerce Product
Innovation Manager

V

VERIZON

PATH TO PURCHASE
INSTITUTE

ALLISON HENRY, Online
Personalization Manager,
Digital Operations

VITA COCO

JIM MORGAN, Head of E-Commerce
See profile on page 16

W

WAKEFERN FOOD

STEVE HENIG, Vice
President, Digital
Commerce & Analytics



Henig is currently responsible for digital commerce, digital marketing and data analytics, enabling the retailer to pivot to a greater emphasis on digital marketing and expansion of e-commerce sales. As e-commerce sales are critical for food retailers in the future, strong digital credentials will be important for retailers to maintain connections to its customers.

TISH TORRES, E-Commerce Sales &
Marketing, Lead

WALGREENS

PATH TO PURCHASE
INSTITUTE

SARAH MAHOLM, Senior Manager,
E-Commerce Merchandising

LINDSAY MIKOS, Director,
Omnichannel Strategy & Programs

WALMART

TOM WARD, Senior Vice President,
Digital Operations
See profile on page 2

WD 40

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INSTITUTE

AARON BERT, Director of Customer
Marketing

SHANNON EDWARDS, WD40 Brand
Manager

PAIGE PERDUE, Senior Director,
Digital Marketing & E-Commerce

Perdue has held various marketing positions in her 24 years at the company. Since 2007, her focus has been on driving its digital initiatives for all brand websites, social media, CRM, e-commerce and mobile.

WEIGHT WATCHERS

SAMANTHA RAPOPORT, Director of
E-Commerce

WILTON INDUSTRIES

CHERYL BERSIN, Senior E-Commerce
Manager, Integrated Marketing

WONDERFUL CO.

ARSELIE MILLER, Senior Manager -
Business Development & E-Commerce

WORLD KITCHEN

PATH TO PURCHASE
INSTITUTE

PENNY POWELL, Director,
E-Commerce