



As seen in

Shopper Marketing

WHO'S WHO

in Shopper Marketing Agencies

Our seventh annual report recognizes more than 220 dedicated, passionate agency executives whose creative, intelligent work is not only helping brand and retailer clients achieve success but pushing the discipline of shopper marketing to new heights.





Photo by Alissa Pagels-Minor

TPN: RICH FEITLER, President and Chief Operating Officer

Shopper marketing is part of what TPN handles for its clients, but the agency considers its mission broader than that. TPN focuses widely and ambitiously on creative commerce, says Rich Feitler, president and chief operating officer. “We create connected, seamless brand experiences that drive sales and build brand commitment for our clients,” Feitler says. “Certainly, shopper marketing is one of our disciplines, but we offer far more these days to our clients because we’re in the midst of a dynamic industry shift.”

TPN defines shopper marketing as the practice of deconstructing the complex shopper mode and using insights around behavior to find creative solutions that lead to purchase, Feitler says. But the influx of technology, in particular mobile, has radically changed the landscape given that shopping can happen anywhere and shoppers expected an “always on” engagement.

“Our goal is to seize that opportunity, whenever and wherever it can happen – in-store, on the bus or on the sofa,” he says. The definition of shopper marketing remains the same no matter which client, he adds, but “each challenge and solution is unique and can vary dramatically given several client and brand variables including objectives, budget, competition and shopper behavior relating to the category, channel and brand.”

TPN evolves constantly to ensure that it’s best positioned to meet the needs of shoppers, consumers, buyers and influencers on behalf of the brands and clients it serves, Feitler says. “Today, we focus primarily on optimizing the brand experience, informed by current and future behaviors and preferences in the marketplace,” he says. “For example, we’re doing a great deal of work currently on leveraging voice-enabled technology, to explore how this new channel can enhance the shopping experience.”

The agency also is elevating e-commerce opportunities for its clients with a dramatically growing Amazon practice, Feitler says, including diagnostic Amazon brand health scores.

The agency’s clients need the most help in tech-oriented areas, and TPN is developing a Facebook Messenger chatbot to allow shoppers to connect with brands on mobile devices, while building a mobile augmented reality at-shelf experience for one major CPG client, among other initiatives. New technologies that shopper marketers should be attuned to, according to Feitler, are voice-enabled interfaces



Photo by Brian Morrison

like Alexa, and the development of artificial intelligence used for everything from supply chain management to personalized apparel recommendations.

“Knowing that shoppers want guidance and personalization, smart retailers are using AI engines to create style pairings for shoppers, while also factoring in things like inventory levels and seasons,” he says. “Then, these pairings can be easily applied to every shopper touchpoint. The result: sales. And, resulting analytics can then be used to refine the strategy and product mix.”

Physical stores will continue to play a critical and unique role in filling shoppers’ needs, Feitler says, prioritizing experience and emotion while minimizing the logistical aspects of obtaining goods and services. “Spaces will be multi-functional, provide value beyond the trip driver, and be designed to be where people want to spend time,” he predicts. “Successful retailers will deliver on value, convenience, discovery and experience, tightly wrapped in personalization and topped with a shiny bow that is technology.”

Omnichannel shopping presents the most significant challenge for TPN and other agencies, Feitler says. “While change can bring great opportunity, it can be hard,” he says. “We’re all vying for the same audience in the same space, and it’s become incredibly crowded, which creates tremendous opportunities to collaborate on behalf of their clients to mutually create the most enlightened, impactful work.”

Shopper marketers must stay ahead of trends so they can create “future-forward solutions” for clients, which means they need to be constantly and simultaneously self-evaluating and looking outward so they absorb everything happening throughout the e-commerce landscape, Feitler says.

Among the new directions he predicts in the next several years are autonomous consumer loyalty for both functionally and emotionally connected brands, driven by mainstream replenishment and connected homes, as well as highly engaging and experiential physical retail, including connected packaging and voice activation. The industry also will see mainstream frictionless buying in both physical and virtual spaces, such as invisible check out and optimized delivery, Feitler says.

— Ed Finkel

ICON KEY

PATH TO PURCHASE
INSTITUTE

Institute member

ADVANTAGE MARKETING PARTNERS

JILL GRIFFIN, President

Griffin leads the collective of agencies with an unmatched service offering, bridging the gap between sales and marketing, retailers and manufacturers, and consumers and shoppers, driving premium value for each party.



MICHAEL HARRIS, Executive Vice President, Strategy & Development

With more than 25 years' experience in advertising and marketing, Harris has led agencies on two continents and developed campaigns working with the world's finest brands. He has been responsible for strategy and development at the agency since 2015.



ADVANTAGE MEDIA SOLUTIONS

KIM RIEDELL, Senior Vice President, Business Development

Riedell is a proven leader in the ad tech industry. Throughout her 20-plus-year career, she has a track record of successfully leading teams and creating innovative media solutions for the industry.



ANTHEM

OTTO HEKTOR, Vice President, Brand Development, Americas

With decades of experience in the shopper space, Hektor brings valuable perspectives from both the retailer and marketing sides of the business across traditional and digital channels.



DOUG STONE, Vice President, Development

With a 30-plus-year career leading award-winning brand and shopper agency teams for international marketers, Stone leverages Anthem's global shopper resources to help the agency engage with and build sales for clients.



ARC WORLDWIDE

PATH TO PURCHASE
INSTITUTE

BRAD BLACK, Executive Vice President, Account Director

Black leads the business responsibilities across several diversified, omnichannel marketing enterprises: Alcon OTC Vision Care, Coca-Cola and Milk PEP. In addition, he serves as a lead member of the business development team.



CHRIS CANCELLA, Executive Vice President, Chief Creative Officer

Cancellata is responsible for elevating the creative product across all client businesses. With deep, integrated experience across a wide range of agencies and disciplines, he is most inspired by the challenge of creating connected experiences that change the way people shop and interact with brands.



APRIL CARLISLE, Senior Vice President, Retail Practice

Carlisle has spent her career working on both the client side and agency side, sharing her expertise in sales and marketing, category management and shopper marketing. She is currently leading new business development and the retail practice.



CHRIS EMERY, Executive Vice President, Account Director

Emery leads the Miller Coors portfolio. With 20 years of experience, he currently works with MillerCoors, helping bridge the gap between consumers and shoppers. He specializes in strategic and creative thinking and has seasoned experience in areas such as integrated branding, promotion and activation and shopper marketing.



ELIZABETH HARRIS, Executive Vice President, Strategy Director

Harris directs insights and strategy for brands such as MillerCoors and Intel. She has broad experience in marketing with a sharp specialization on retail, shopper marketing and brand strategy/insights.



AVID MARKETING GROUP

PATH TO PURCHASE
INSTITUTE

MIKE DEMATO, Vice President, Client Services

DeMato brings more than 20 years of shopper marketing and brand-building experience, leading the account services team at AMG. His core expertise revolves around crafting strategy and execution direction for successful pre-store and in-store programming.



DEANNA DRAPEAU, Managing Partner

Whether developing an integrated shopper marketing strategy or launching multifaceted digital campaigns, Drapeau and her team strive to produce tangible increases in brand visibility that drive customer engagement, sales and increased revenue.



JONATHAN GROSS, Senior Partner

Gross founded Avid in 1986 to perfect the strategy and processes that allows its clients to promote their brands, engage their customers and increase revenue. He brings a wealth of experience in making sense of the varied marketing tactics available to create a comprehensive, customized and effective program.



KEN KRUPA, Director of Analytics

Krupa leads AMG's analytics team and is responsible for evaluating program performance to identify key insights and provide client strategy recommendations for more informed, effective and efficient shopper marketing promotions.



CHRIS MORAN,
Design Director

Moran leads AMG's design team in developing and producing print and digital activation solutions for its clients, helping Avid's customers win the retail battle.



B
BARD ADVERTISING

BARB STABNO,
Founder and President

Stabno has more than 25 years of experience in shopper marketing. She is responsible for the overall management of the agency and leads the strategic team. She also oversees Connect1-1, a print-at-home coupon platform that allows partnering agencies complete control to build and manage coupons with access to real-time data across both social and display media.



BLUE CHIP MARKETING
WORLDWIDE



LARRY DEUTSCH,
Chief Growth Officer

A transformational leader, Deutsch has helped clients, brands and agencies to change and grow with strategic thought leadership, insight-inspired creativity and collaborative team building. He is accountable for setting and aligning client and agency vision to achieve each business challenge and unleash transformational growth.



STANTON KAWER, CEO & Chairman
See profile on page 22

JOY MEAD, Executive
Vice President and
General Manager,
Shopper Marketing

Mead has more than 30 years of experience in the CPG industry. She previously led the shopper marketing efforts for P&G's grocery channel where she pioneered the adoption of grocer's digital coupon usage. Branded entertainment has been a cornerstone of her career leveraging relationships with the NFL, MLB, the Olympics, Disney, Universal and the Grammys.



DOUG VAN ANDEL,
Executive Creative
Director

With more than 30 years of experience, Van AnDEL is an award-winning creative director who delivers transformational creative work for clients such as P&G, Daisy, Fisher and McCormick.



SARAH VANHEIRSEELE,
Senior Vice President,
Innovation

VanHeirseele leads Blue Chip's innovation practice and has developed the agency's innovation-driven approach, United Thinking. She supports all of the teams within the agency and inspires everyone to adopt an open, innovative mindset.



BRAND CONNECTIONS

SHERRY OREL, CEO

Orel is a seasoned leader with nearly 30 years of experience in marketing, media, promotions, shopper insights, retail activation and experiential marketing working with brands, entertainment properties and retail clients.



BRAVIS MARKETING



LUKE BRADSHAW,
Founder,
Chief Executive Officer

Bradshaw opened Bravis Marketing in 2007 with nearly 15 years of retail marketing experience with the objective to bring a more agile, efficient and innovative way of thinking to its clients such as Walmart, Sam's Club, Diageo North America, Unilever and Tyson.



WILLIAM FLANARY,
Creative Director

Flanary has been working in the shopper marketing space designing and developing in-store and out-of-store shopper communications and display/P-O-P for many well-known brands. He strives to reduce the time it takes to build a visual of his concept, so he can spend more time creating ideas.



ANGIE SMITH, Vice
President of Marketing

Smith leads the shopper marketing, brand building, customer development, creative and production teams. Using her 10-plus years of experience in agency, retailer and CPG, she challenges her team to live outside the traditional defined spaces of marketing to execute smarter, better, faster and more efficiently than the competition.



BRAVO GROUP



LEJANET HERRERA,
Creative Director

Herrera brings more than eight years of experience in shopper marketing, developing programs for the U.S., Hispanic and Latin American markets. She currently leads the Nestle Purina Pet Care team in creating shopper marketing platforms.



MARCOS MOURE,
Vice President,
Creative Director

Moure, a 20-year marketing, advertising, digital and shopper guru, is Bravo's creative lead across the full shopper marketing portfolio. His strategic approach, creative brilliance, and contagious passion infuse Bravo's shopper marketing expertise.



C
COLANGELO



JEFF ADAM,
Group Creative Director

With 16-plus years of experience, Adam is responsible for leading the creative team and developing commercial and shopper marketing programs and brand activation. His focus is making ideas even more powerful to drive conversion.



DON GROWHOSKI,
Chief Branding Officer

Growhoski has 25 years' experience in brand, marketing and creative strategy. He is one of the leading figures in the application of social and humanistic sciences to branding and marketing. His ability to translate knowledge and insight helps transform brands, drive growth and vastly improve marketing efforts across digital, social, shopper, CRM, promotional and experiential marketing.



ALYSE KRAMAROW,
Senior Vice President
Account Management,
Shopper Marketing

With a deep understanding of today's shoppers and retail environment, Kramarow delivers insights-based, integrated shopper programs that exceed objectives. She is a trusted client partner and savvy marketer who understands clients and their businesses.



ALYSON TARDIF,
President

Tardif has 20 years of through-the-line marketing experience under the Omnicom umbrella. She adamantly stays involved with clients' business, ensuring they get the best from start to finish. She also takes pride in providing her team with the resources needed to succeed.



COLLABORATIVE
MARKETING GROUP



KIM BARKER,
Vice President,
Shopper Marketing

Barker brings a wealth of experience, leading the planning and activation of consumer promotion and shopper marketing programs for multiple CPG clients.



GARY FRIEDLANDER,
Executive Vice President

Friedlander, with more than 23 years of experience, leads the company's shopper marketing practice, manages several key clients and drives the agency's new business initiatives.



RYAN MANGLER, Director –
Digital Solutions

Mangler supports MillerCoors in developing, executing and analyzing its digital promotions. Prior experience included working for a digital advertising agency in Amsterdam, and as a marketing activation manager with Adidas e-commerce.



SANDI MCGILL,
Creative Services Director

McGill brings more than 20 years of wide-ranging experience in both marketing and design. She leads the agency's talented creative services team in the development of creative and strategic materials that resonate with both shoppers and consumers to drive results.



GARRETT PLEPEL, CEO

With more than 25 years of brand management, partnership and shopper marketing experience, Plepel is responsible for the overall strategic direction and financial management of Collaborative Marketing Group, as well as leadership of key agency CPG accounts.



CURB CROWSER

DEAN FORBES, CEO

Forbes' 25 years of experience fuels his passion for retail and translates to business and creative solutions that heed results.



EMILY STICKLER RICHTER,
Director of Strategy

Richter's background in social strategy and influencer partnerships is revealing untapped opportunities for brands to connect authentically in the retail space.



SHANDRA ZURN,
Vice President

Zurn partners with clients to bring creative strategies to life at retail, resulting in both a sell-in and sell-through.



E
EASTWEST MARKETING
GROUP



CRAIG MOSER,
Vice President,
Group Account Director,
Retail Marketing

Moser leads Eastwest's in-store planning, as well as execution and digital initiatives. He has been instrumental in the launch and continued operation of the company's retail-focused discipline.



LOU RAMERY, CEO

Ramery leads the agency in guiding clients to develop meaningful brand connections that maximize customer value.



EDGE MARKETING



REBECCA DEHN,
Vice President,
Client Services

Dehn has more than 15 years of shopper marketing experience. She has split her career between agency and client side in both CPG and entertainment marketing with a primary focus on leading agency retail teams.



STEVE DELOREZ,
Group Creative Director

With 20-plus years' experience, DeLorez has led creative work for some of the world's most popular brands and focused on bringing their strategies to life in unexpected, fulfilling ways for consumers at every point on the shopper journey.



ELIZABETH FOGERTY,
Senior Vice President,
Strategic Planning &
Insights

With 25 years of integrated marketing experience, Fogerty's history of performance-driven results speaks volumes. Responsible for developing fact-based, insight-driven strategies, her team inspires great creative that motivates consumers to take action.





Photos by Mark Conrad

EDGE MARKETING: ALLISON WELKER, Executive Vice President, General Manager

What motivates Allison Welker? Happy people doing smart work and delivering results.

In her 20-year career, Welker has had the opportunity to work with many such individuals. She began her agency work as an account manager and then joined IN Marketing (owned by Advantage Solutions), serving as vice president and executive VP of client services.

Five years ago IN Marketing saw a need for a new omnichannel activation agency, and Welker was tapped to manage the spinoff. “We needed to build a solution that could compete in an increasingly saturated shopper marketing agency environment,” she says. Her role included building the team and infrastructure of Edge Marketing.

“Along the way, we built and evolved the Edge brand to stand for courage, heart, hustle and creativity,” she adds. “It has been the coolest journey I could have ever imagined.”

Welker credits her many years with Advantage Solutions as instilling in her the power of forward thinking. “What is happening now, what is new and what is next all impact our ability to deliver today while being prepared for the marketplace of the future,” she says.

Edge is organized around three pillars – strategic services, creative inspiration and business fundamentals – all working closely together. The organization is also part of Advantage Solutions’ network of agencies, each with its own core competencies and allowing for flexibility in meeting clients’ needs.

Looking ahead, Welker sees Edge focusing on ways that clients can seamlessly connect with shoppers. She and her team are keeping a close eye on what impact software platform Blockchain will have, from transactional enhancements to food traceability. And Welker says facial recognition is helping the agency better understand in-store shopper satisfaction “and will rapidly start to influence the ability to target and personalize the shopping experience.”

Since Edge’s founding, the agency has doubled in size four times.



“We have the critical mass needed to thrive while continuing to leverage the entrepreneurial mindset it took to get us here,” Welker says.

Long before the term “shopper marketing” was ubiquitous, Welker says they were doing it with clients, just calling it “building brands.” She believes the definition of shopper marketing can change based on the client, but that at its core it’s a strategic partnership between brands and retailers to optimize a shopper’s experience and meet their evolving needs.

When it comes to her own purchasing experiences, she says she’s a digital-only shopper. “I literally shop anytime, anywhere, for personal and household needs. Where I turn up as an omnichannel shopper is bigger ticket items. I am more likely to do a combination of showrooming and webrooming to ensure I am informed on quality and product so I feel confident in my choice,” Welker says.

When it comes to the transformation of physical retail locations, value—in terms of experiences and convenience—are a must. “Physical or hybrid store formats will need to show up in more convenient locations where people already are, such as work or educational facilities,” Welker says. “The online communication and store experience has a way to go to supplement what people get out of the physical experiences specifically in the area of trying new items and buying on impulse.”

More targeted, more localized and more personalized is where she sees shopper marketing headed in the next few years. “It will be recognized as equity building and sales driving,” Welker says. “Technology will make the experience and shopper engagement more meaningful.”

The main challenge – to the industry and to the agency – is speed of change. Being able to innovate and react quickly to shopper needs. “There is no longer a three- to five-year time horizon, we operate on Bezos Amazon time,” she says, “12 to 18 months out is the new long term.”

— April Miller

MARCELLA OGLESBY,
Vice President,
Creative Director

Oglesby has more than 16 years of experience in the design industry, ranging from fashion design to interior design to graphic design. She and her team develop strategically sound, breakthrough creative, specializing in shopper marketing campaigns and consumer engagement.



MICHELE SHIROMA,
Vice President,
Client Services

Shiroma has been with the agency for 15 years, working between brand and customer-facing roles. She has led the field in developing strategic shopper marketing plans grounded in insights across CPG brands, including Unilever and Smithfield.



ALLISON WELKER, Executive Vice President, General Manager
See profile on page 6

EPSILON CATAPULT PATH TO PURCHASE INSTITUTE

STEVE ABDO,
Senior Vice President,
Kroger, Grocery and
Value Team Leader

With more than 25 years of experience in sales, brand marketing, and strategic planning, Abdo leads Epsilon Catapult's grocery & value channel teams located in Cincinnati.



HEATHER COLLINS,
Executive Vice President,
Client Services

Collins has 20 years of marketing experience with a proven track record of driving growth for iconic brands. She leads the Mars Inc. team, focused on brand conversion, building digital ecosystems and shopper marketing functions.



COLLEEN DEVOS,
Executive Vice President,
Client Services

With more than 20 years of strategic brand leadership on the agency side, DeVos oversees client engagements across Epsilon Catapult.



ANGELA EDWARDS,
Vice President,
E-Commerce Leader

With more than 15 years of brand management and e-commerce leadership experience, Edwards oversees the agency's current and future state e-commerce practice for clients including Colgate-Palmolive and Barilla.



HEIDI FROSETH,
Executive Vice President,
National Shopper
Commerce Leader

With 30 years of marketing, sales and category leadership experience, including 20 within shopper marketing, Froseth is the agency's award-winning shopper commerce practice leader. She is accountable for creating the industry's next generation evolution of shopper commerce, e-commerce and omnichannel, as well as being responsible for the agency's retailer-expert teams located in key retailer headquarter markets.



KAREN GEBHART,
Executive Vice President,
Account Service

Gebhart leads Epsilon Catapult's GlaxoSmithKline shopper marketing engagement for the client's 20 brands and across top retailers, playing a key role in driving growth and innovation as part of the agency leadership team.



SUSAN LULICH,
Executive Vice President,
Client Services

Lulich oversees integrated marketing for a portfolio of business at Epsilon Catapult including Nature's Way, Mizkan, Red Lobster, Darden, Cracker Barrel, GIA, Google and Family Dollar.



RON MAGLIOCCO,
Executive Vice President,
Client Services

Magliocco and his team use Epsilon Catapult data to develop effective ideas that unlock demand for client brands at retail. For more than 25 years, he's been a leader of shopper commerce for his team and their clients from retailer promotions to the precise, measurable nature of the discipline today.



F
FCB/RED

PATH TO PURCHASE
INSTITUTE

TEDDY BROWN, Executive Creative Officer

See profile on page 10

NICOLE EMERICK,
Vice President, Social and
Influencer Marketing

Emerick started her career writing a blog for ambitious career women, which led to partnerships with Secret, *InStyle*, Microsoft and Chevy. Today, she leads a full-service social media team and influencer practice. She designs solutions for consumer and shopper campaigns that benefit retailers and brands.



FERNANDO ESPEJEL,
Senior Vice President,
Digital Platforms and
Commerce

Espejel drives thought leadership and the mobile, social, creative and development teams on the management of all digital and commerce platforms. He translates client goals into functional requirements for the design and development departments, serving as a bridge to technology/UX and creative. Prior, Espejel was on the award-winning mobile team at Walgreens.



JAY HIGHLAND,
Chief Creative,
Environmental Design,
Chute Gerdeman Division

Highland is a powerful creative leader. His ability to understand the bigger picture and elevate the experience has been a catalyst for innovation and growth. His experience encompasses all phases of the retail strategy and design process, from concept creation to store implementation for Barbie, M&M's, Whole Foods and others.



HOWARD KLEIN,
Senior Vice President,
Group Management
Director, Client Services

With 20 years in the retail and brand activation industry, Klein leads client service and brings together insights, compelling shopper platforms and physical to digital business-building solutions for clients that have included Anheuser-Busch, Coca-Cola, Starbucks, RJ Reynolds, SC Johnson, GSK, Kellogg's, Sony, Nivea and Oreo.



PRADEEP KUMAR,
Global Data Officer

Kumar leads a team of more than 40 experts that delve into advanced analytics, data-driven marketing strategy, consumer behavior analytics, digital/social media, retail performance, loyalty management, ROI and econometric modeling, shopper choice analytics and advanced data technology. His transnational experience spans Clorox, Bank of America, Ericsson, P&G and others.



TINA MANIKAS,
President

A renowned leader in integrated marketing and shopper marketing, Manikas is an award-winning pioneer in the industry having grown FCB/RED into a leading global agency across CPG, tech and retail clients. She recently added leading environmental design firm, Chute Gerdeman, to the agency's arsenal.



CURT MUNK, Executive
Planning Director

The leader of insights and planning, Munk brings true retailer experience, brand understanding and relentless shopper-first thinking to every challenge. His expertise in shopper strategy, retail design, ecommerce, promotion and merchandising has helped P&G, Coca-Cola, Frito-Lay, Novartis and more. Munk is a CPG expert and sought-after speaker.



G **GEOMETRY GLOBAL** PATH TO PURCHASE INSTITUTE

JIM CARLTON,
Chief Creative Officer,
North America

Carlton oversees the agency's creative product and vision. With almost 20 years of experience in the shopper and activation space, he is a rare combination of inspirational creative thinker and savvy business pragmatist.



CARL HARTMAN,
CEO, North America

Hartman is the WPP team leader for Kimberly-Clark. He chairs the team leader shopper marketing task force and sits on the digital task force. He is also the head of shopper marketing for WPP, working to build customized solutions for new business opportunities in the growing shopper space globally.



NICK JONES, Executive
Vice President, New
Business, North America

Jones has more than 25 years of experience delivering innovative integrated marketing solutions. Previously he led growth and innovation for Arc Worldwide and worked with clients such as Coca-Cola, Comcast Xfinity, HP, Intel, KraftHeinz, MillerCoors and Samsung. During his time at Arc he pioneered the agency's Innovation practice and its Retail Innovation Labs.



MARTA LA ROCK,
Chief Strategy Officer,
North America

La Rock has more than 25 years of experience in strategy, feeding her desire to tell authentic brand stories, forge emotional bonds with people, build communications for a changing world and mentor planners. Prior to Geometry, she worked at JWT as the WPP team leader for the Royal Caribbean account.



SCOTT MCCALLUM,
President of Shopper
Marketing, North America

McCallum has led the creation of customer and shopper-centric program solutions for several fortune 500 CPG clients. For the past seven years, he has successfully spearheaded Geometry Global's Shopper Marketing North America practice, as well as led the agency's engagement across Kimberly-Clark North America.



GREY WORLDWIDE

PATH TO PURCHASE
INSTITUTE

COREY DOBBS,
Vice President,
Account Director

Dobbs leads the Gillette Global and North America shopper marketing business for Grey with a focus on omnichannel shopping experiences. On the Gillette NA business, he focuses on activating global toolkits and adapting based on strategic regional needs.



PETER VIENTO, Executive
Creative Director

Viento is the shopper marketing creative lead for Grey. With more than 25 years of shopper marketing experience both online and in-store, he drives and elevates P&G Gillette and Venus Global FMOT creative while being a key player in through-the-line integration for the agency.



H **HARVEY** PATH TO PURCHASE INSTITUTE

SUE BAILE, Senior
Vice President, Brand
Integration Director

Baile oversees and directs all agency integration of CoverGirl client services, traffic and production. She is responsible for all upstream strategic shopper collaborations as well as end-to-end delivery with agency partners, suppliers and customer teams.



KATHY HARVEY,
Founder and President

Harvey launched her agency in 1986 with the vision of bringing retail brands to life. For the past 30 years, she and her team have helped reinvent the way brands focus their marketing efforts, making Harvey one of the industry's fastest-growing agencies.



JOHN MAKOWSKI,
Senior Vice President
and Creative Director

Makowski directs and oversees all creative services for the agency's roster of award-winning clients. He also leads marketing and video-related services for its new sister production company, Snack Shop.



HMT ASSOCIATES

PATH TO PURCHASE
INSTITUTE

PATTI CONTI, President & CEO



Conti founded the agency based on her passion for forging innovative solutions for clients while fostering superior teams to be true indispensable partners. Under her leadership, she has built a dynamic shopper-focused “brandgagement” agency, dedicated to creating strategically driven ideas for some of America’s most loved brands.

ANDREW DECRANE, Group Creative Director



DeCrane is a seasoned creative leader with a passion for delivering strong conceptual work that connects brands to shoppers in engaging ways. With more than 17 years of experience in multiple marketing channels, he leads his team to produce innovative ideas, memorable messages and beautifully designed experiences that deliver meaningful and measurable results.

RICK EINHAUS, Executive Vice President, Strategic Planning & Insights



With decades of brand marketing, consumer/shopper research and comprehensive sales experience, Einhaus leads the agency’s focus on providing clients with strategic, insights-driven solutions that ensure unparalleled engagement through all pillars of brand activation – driving measurable and meaningful results.

LISA NORAT, Vice President, Client Engagement



A brand marketer for more than 20 years, Norat uses her vast knowledge in the consumer space to help drive the agency and grow clients’ businesses. Her in-depth knowledge of shopper has allowed her to develop successful account-specific programs for retailers nationwide.

DAWN PUSKAS, Account Supervisor



A seasoned brand activation and shopper marketing professional, Puskas has spent her career on both the client and agency sides developing successful marketing programs that create impact along the consumer decision journey. She is a strategic thought leader with expertise in leveraging consumer and shopper insights to build collaborative, integrated campaigns that engage the shopper.

IN CONNECTED MARKETING

PATH TO PURCHASE
INSTITUTE

VALERIE BERNSTEIN, Executive Vice President, Business Development



With 17-plus years’ integrated marketing experience, Bernstein heads the new business function for the agency, overseeing a dedicated team that diversifies the client mix, identifies and incorporates new services and customizes highly flexible solutions.

HENLEY COULTER, Senior Vice President, Client Services



With 20 years of experience in brand building and shopper marketing, Coulter leads the IN Connected Marketing Dallas office across all clients including Dr Pepper Snapple Group and Newell Brands, to name a few.

DINO DE LEON, Executive Creative Director



De Leon has spent more than 20 years disrupting the norm and designing creatively strategic solutions for world-class brands. Clients can count on him to question, challenge and evolve every step toward a purchase.

LISA KLAUSER, President, Consumer & Shopper Marketing



Klausner is a 22-year consumer packaged goods veteran with marketing and sales experience in personal care, beverages and food. Prior to joining IN, Lisa spent 19 years at Unilever, where she led a team of more than 250 CPG professionals.

HOLLY QUINN, Executive Vice President, Operations & Agency Excellence



Quinn is a senior marketing leader with more than 20 years of experience in shopper marketing and retail strategy with extensive experience in client relationship development, infrastructure build and operational excellence.

BRYANT ROSS, Senior Vice President, Client Services



Ross has nearly two decades of experience developing impactful, award-winning commerce solutions for top Fortune 500 manufacturers. He has pioneered custom, client-centric agency models and leads the IN Connected Marketing Chicago team.

THE INTEGER GROUP

PATH TO PURCHASE
INSTITUTE

ELLEN COOK, President, Integer Dallas and The Collective Agency Los Angeles



Cook leads Integer’s Dallas agency as well as the Integer Network’s The Collective Agency – creators of New Retail, at scale. The Los Angeles-based agency reimagines shopping through strategically crafted, customer-centric entertainment experiences utilizing authentic content and emerging technologies.

DANI COPLEN, Executive Vice President, Executive Creative Director



Inspiring award-winning work on billion-dollar brands and retailers, Coplen leads a team of creatives to deliver strategic and holistic ideas through advertising, integrated branding, promotions and shopper marketing for some of the world’s largest and most iconic companies. She and her team have received numerous awards and accolades for creativity and effectiveness.



Photos by Brian Morrison

FCB/RED: TEDDY BROWN, Executive Creative Officer

In Teddy Brown's two-decade career, he's worked with many brands, including Disney, Coca-Cola Co., Kellogg Co. and Procter & Gamble. He also spent 10 years working on – and eventually running – the Taco Bell brand, leading its repositioning from “Think Outside the Bun” to “Live Mas.”

“It was both a huge challenge and incredibly rewarding,” Brown says of Taco Bell, noting that everything created had to elicit an action in order for brand survival. “But we were most successful when our ideas made a dent in culture. That experience taught me a lot in terms of creating work that matters and motivates.”

All of those experiences come into play today as Brown oversees all creative for FCB/RED, managing a team of about 80 across a host of brands in several categories. He's particularly inspired by the junior-level talent. “Creative newcomers,” Brown says, “are far more sophisticated than I was in the beginning.”

Pride and energy also come from the growth the agency has experienced in the past few years with new clients, talent and categories. “It's allowed us to build a practice that's more diverse in terms of everyone's expertise and backgrounds,” he says.

Part of that growth was last year's acquisition of retail environmental design firm Chute Gerdeman, known for creating physical, branded experiences. While Brown is unable to give specifics, he is excited that in the near future FCB/RED and Chute will launch its biggest integrated effort to date.

The partnership shows the agency's confidence in the importance of physical retail locations. “We believe the strategic and creative marriage of the space and the communications is the future,” Brown says.

FCB/RED also experiments heavily with AI and voice. “Voice,” he says, “is the next frontier in terms of communication.”

When it comes to shopping himself, Brown says he's all over the map. He buys things from Alexa and his phone but still shops in-



store. “I'm motivated by a good ad, and a good retail experience,” he says.

The belief that a consumer can become a shopper at any moment drives the agency. Brown says empathy for shoppers informs the solutions and experiences FCB/RED designs. Regardless of the term you use – shopper marketing, customer experience, service design – at the end of the day, it's all about ideas that are powerful enough to change behavior, Brown says.

Creating seamless experiences between online and offline is where Brown finds CPG clients need the most help. It's an area he expects to only become more complicated as consumers, shoppers and the path to purchase show no signs of simplifying. “That's an issue for almost any category,” he says. “When you add a retailer to the mix, you have to be laser focused on ideas and paths with no dead ends.”

Cross-agency integration can be a challenge for FCB/RED. Brown says it's a trend that may be slowing but adds that many clients have spent the last few years using multiple agencies. “That can make work harder for clients, but it can also be challenging for agencies when they're trying to connect the dots for consumers and shoppers,” he says.

When it comes to successful collaborations between an agency and a client, being invested in the same goals matters. “I think the best agency partners are the ones that lie awake at night sweating the same things our clients' sweat,” Brown says.

Looking a decade out, he expects shopper marketing to be nothing like it is today. Those agencies that can own an entire shopper's journey from end to end will find the most success. And it's the way FCB/RED already operates.

“Our model was built for integration,” Brown says. “Specialists will always be key, but the ability to integrate seamlessly is the magic for clients and brands.”

— April Miller

CRAIG ELSTON, Global Chief Strategy Officer

Elston spearheads the global development of strategic thinking in commerce at the Integer network. He also provides leadership to Integer's connections strategy group, turning moments of receptivity into moments of conversion, and analytics capability that powers client growth opportunities.



MORGAN MCALENNEY, Executive Vice President, Digital

McAlenney leads the digital efforts, spanning the realm of connected commerce (known as DIGITAL), social business and content making, digital delivery, mobile engagement, and digital business leadership for the agency's diverse global client base. He also serves as an active leader in TBWA's Digital Arts Network.



TISHA PEDRAZZINI, President, Denver

With an unwavering commitment to leading clients and building business, a people-first mentality that cultivates top talent and, most importantly, a keen sense of how to lead an organization into the future, Pedrazzini has been instrumental in transforming Integer from a shopper marketing agency to a commerce agency. She has pioneered new ways of developing great work by challenging convention and championing big, creative ideas to solve business problems for clients.



INTERACTIONS

DENISE DECKER, Director of Client Services

Decker is responsible for partner relationships, program development and operations. With 13 years in retail and 18 in consumer experience marketing, she has developed a deep understanding of both industries.



RYAN DEE, Creative Director

Dee leads ideation, design, marketing and innovation. His main focus is how to translate what's trending into fully immersive and memorable experiential marketing events that surprise, delight and educate shoppers and consumers.



NICOLE LEMAIRE, Vice President of Sales & Operations

LeMaire leads the experiential agency division. Through in-store events, sampling, mobile tours, guerilla marketing, street teams and other experiential marketing tactics, her division showcases retailers, private-label brands and CPGs inside and outside of the retail space.



LINDSAY STELLER, Director, Sales & Operations

Steller is focused on developing customized solutions for brands and retailers to drive shopper engagement and brand loyalty. Steller's experience in the retail marketing space crosses many industries including grocery, automotive, apparel and convenience.



KINETIC WORLDWIDE



JAIME BYRDAK, Group Director

Byrdak has spent 18 years sharing her expertise in out-of-home strategy and execution across CPG, retail, insurance, automotive and travel sectors. She leads and produces award-winning work for General Mills, MillerCoors and BAE.



MICHAEL LIEBERMAN, Chief Strategy Officer, Kinetic North America

Lieberman is responsible for accelerating the overall growth and client service agenda for Kinetic North America. Under his leadership, he has accelerated the evolution of the agency's core offering to better reflect today's integrated, cross-media environment.



MAUREEN MCCLOSKEY, Managing Director

With nearly 20 years of experience, McCloskey oversees the development and strategic direction of OOH media planning and buying for Kinetic's New York office. She produces award-winning work for NBC Universal, United Airlines and Nestle.



SUSAN PAGE, Managing Director

Page is an ad industry veteran with more than two decades of experience in agency and client-side leadership positions. She has category expertise in entertainment and is a leader in brand positioning, strategy and multicultural marketing.



THE MARKETING ARM



TAYLOR CLARY, Account Director, Shopper Engagement

With a decade of brand and shopper marketing experience, Clary leads her team in delivering strategic and breakthrough shopper marketing programs that appeal to retailers, amplify brands and inspire shopper action.



KATHLEEN COLDITZ, Executive Vice President, Consumer & Shopper Engagement Strategy

Colditz brings an insightful understanding of the connection between products/brands and people's daily lives. She and her team work to incorporate behavioral science into consumer and shopper programs, particularly for Quaker and Frito-Lay brands.



WELLS DESCHLER, Vice President, Consumer & Shopper Engagement Strategy

Deschler is a veteran brand and retail strategist. He is one of the architects of "Cartography," the agency's proprietary approach to creating brand experiences and conversion across the path to purchase.



JAY EVANS,
Senior Vice President,
Shopper Engagement

For more than 15 years, Evans has brought a wealth of brand, retail and shopper experience to The Marketing Arm. Leading the shopper marketing practice, his team oversees the creation and implementation of insight-driven, sales-driving programs.



KELSEY GREER,
Concept Director,
Shopper Engagement

Greer leads ideation and sell-in of shopper programming through the agency's proprietary Cartography approach. She blends strategy, account and creative abilities to challenge brands to think bigger, work smarter and drive conversion for clients like PepsiCo, Frito-Lay and Mizkan.



KELLY PLATT,
Senior Vice President,
Account Service

Starting her career in-house before moving over to the agency side, Platt truly knows shopper marketing inside and out. She has worked across many brands and categories over the past 10-plus years, but her true passion lies in cultivating ideas and people.



TRINA ROFFINO,
President, Consumer &
Shopper Engagement

Recently named to her post, Roffino leads a portfolio of businesses including PepsiCo, Nissan, Mizkan and Wendy's to consistently deliver great work that delivers both brand equity and positive impact to the bottom line.



ELI SALDIVAR,
Senior Digital Director,
Shopper Engagement
Strategy

Saldivar leads digital shopper strategy for The Marketing Arm. His passion for technology has made him a pioneer in the digital marketing space for almost 10 years, building multifunctional teams to support a variety of brands.



MARKETING LAB

PATH TO PURCHASE
INSTITUTE

RICH BUTWINICK,
Owner/President

Butwinick has more than 20 years of experience in shopper marketing, retail marketing and promotions for leading manufacturers such as Procter & Gamble, Land O' Lakes, Viking Range, Delta Faucets, Western Union and McKee Foods.



KATE MENDEL,
Account Director

Mendel manages the Western Union account including the retail and CRM teams.



ASHLEY METHVIN,
Account Director

With more than 20 years' experience as a digital shopper marketer, including 13 years with Coca-Cola, Methvin drives sales through insight-driven, occasion-based channel and retailer-specific shopper solutions through collaborative partnerships, retailer knowledge and a long-term shopper planning process.



KATIE SELESKI,
Account Director

Seleski, who has been working in shopper marketing on both the client and agency sides for the past 15 years, manages iconic brands such as Land O'Lakes, Honeywell and P&G.



KEITH SHIFRIN,
Account Director

Shifrin has more than 22 years of experience in shopper, brand and digital marketing across categories that include CPG, beverages, gas & oil and the outdoor space with a wealth of knowledge of consumer shopping habits for both long- and short-term purchase funnels.



MARKETING WERKS

PATH TO PURCHASE
INSTITUTE

KAREN CARLBORG,
Vice President, Client
Service, PromoWorks

Carlborg leads the agency's client/account service and retail activation teams. She brings more than 22 years of experience working with CPG brands creating and executing successful promotions.



LISA FASANA,
Senior Vice President,
Account Director

Fasana leads the agency's client teams in implementing strategic, innovative and measurable solutions that drive results throughout the consumer journey.



HOLLY MELOY,
Senior Vice President,
Managing Director

Meloy oversees all of the agency's clients, and brings more than 18 years of experience in shopper marketing, digital and retail activation, and consumer brand launches.



DAVID NEWMAN,
Chief Insights & Strategy
Officer, Crossmark

Newman joined Marketing Werks' parent company, Crossmark, in September 2015. He helps drive strategy and value. Prior to this role, he was responsible for the sales strategy, category management, shopper marketing and the sales finance teams at Pharmavite, and spent more than 16 years at PepsiCo.



ROB REENTS,
Vice President, Managing
Director, PromoWorks

With more than 30 years of shopper, promo, digital, direct, and social media marketing experience, Reents partners with clients to create fully integrated shopper engagement programming.



THE MARS AGENCY

PATH TO PURCHASE
INSTITUTE

KEN BARNETT, Global CEO



As a seasoned agency leader with more than four decades of broad marketing and advertising experience, Barnett oversees an agency-wide culture of professional growth and client-service excellence that consistently drives measurable sales and market share growth for global brand clients. In addition to founding The Mars Agency, his history of entrepreneurial success includes the launch of several successful integrated communications companies.

JAKE BERRY, Executive Vice President, General Manager



A consumer brand expert with 15-plus years of client leadership experience in the CPG food and consumer healthcare industries, Berry drives business growth for clients such as Campbell Soup, Pepperidge Farm and Pfizer. In his agency career, he has led award-winning consumer promotions, new product launches and integrated marketing campaigns.

SUZANNA BIERWIRTH, Chief Creative Officer, Experience Practice Lead



Named in Adweek's 2017 Creative 100 list of the "15 Chief Creative Officers Inspiring the Advertising of Tomorrow," Bierwirth leads The Mars Agency's Experience practice. She approaches the creative discipline as a holistically integral part of all successful brand and retail activation, and leverages her experience as a photographer, interior designer and design magazine publisher to deliver creative innovation that provides market differentiation for the agency's global clients.

FERN GRANT, Executive Vice President, Commerce Practice



Fern leads a team of 100-plus marketers who help clients realize and activate business opportunities by developing solutions, strategies, programs, and plans that drive conversion throughout the commerce ecosystem. A marketing specialist with a passion for representing the voice and experience of real people, she has spent her career uncovering the deep insights that explain human behavior, and translating them into business strategies, marketing concepts and plans that successfully drive growth.

CHERYL HATFIELD, Senior Vice President, Client Leadership

See profile on page 14

DARREN KEEN, CEO, Europe



Keen has led the London-based agency team to market leadership status throughout Europe. He specifically helps major brand clients understand how to navigate and respond to the recent socioeconomic complexities impacting different European regions. Additionally, he provides actionable, strategic direction for industry leading companies growing their businesses globally.

ROB RIVENBURGH, CEO, North America



Rivenburgh leads a global agency network that consistently delivers engaging, impactful brand experiences for its Fortune 500 client portfolio. He has more than 25 years of experience in marketing to shoppers and consumer brand growth on both the client and agency side.

MATCH MARKETING GROUP

PATH TO PURCHASE
INSTITUTE

GEORGE CONBOY, Senior Vice President, Strategy and Planning



Conboy has more than 18 years of experience in the agency world with a focus on strategic planning. His background in clinical psychology taught him how people think, learn and remember. He works across North America to enhance the agency's strategic offering and provide a fresh perspective on approaching work in new ways.

MICHAEL DILL, President and CEO



Dill has more than 17 years of experience in shopper and consumer marketing. As president and CEO, his focus is on driving best-in-class ideas and creative solutions across all Match offices throughout North America.

BRIAN KITTELSON, Senior Vice President, Shopper Marketing and Commercialization



Kittelson has more than 20 years' experience in brand marketing and shopper leadership. Based out of Match's Chicago office, he is working with teams across North America to build on and diversify Match's shopper marketing and e-commerce service offering.

ELIZABETH SELTZER, Managing Director



Seltzer, managing director of Match's Norwalk, Connecticut, office, has more than 18 years of experience in the agency world. Her expertise is built from a cross section of developing consumer experiences and creative strategies to achieve brand objectives with a holistic approach.



Photo by James Keltner

THE MARS AGENCY: CHERYL HATFIELD, Senior Vice President, Client Leadership

Partnership and collaboration toward win-win solutions are what motivate Cheryl Hatfield, senior vice president, client leadership, at The Mars Agency, Chicago.

Based herself in Bentonville, Arkansas, Hatfield brought more than 20 years' experience in consumer promotion and shopper marketing when she joined the agency in 2012 to work on the Walmart account. Promoted to her current role in October 2017, she leads a 50-person customer solution team deployed in intentional geographies.

"All of those teams are located across the country, immersed in what's happening at key retailers and embedded with customer-specific teams," Hatfield says. "Mars is one of the agencies that I think is best suited for partnership and collaboration with partners and clients. ... We're an extension of our clients' local customer teams, with relationships and depth of understanding of that retailer."

While working on the Walmart account, Hatfield led the creation of principles and tools that infused a new curriculum for training the emerging Walmart Customer Experience Team. She considers this her most significant professional success – helping to define shopper marketing from a retailer perspective. "I had always worked from a CPG lens," Hatfield says. "The curriculum aimed to solve this riddle – what are the retailer moments of truth? It's about divergence and connection."

The partnership also worked to identify optimal communications to define the customer journey at Walmart, including tools for any trip type or occasion. "I believe my biggest professional successes are less about me and more about others, and the teams I've worked alongside or had the opportunities to lead and serve," she says.

Instead of relying on a traditional model of functional silos, The Mars Agency set up three practices – business, commerce and experience – aimed at driving agility, Hatfield says. The commerce team, of which she is part, focuses on deeper retail expertise and what activates shoppers. The agency also has dedicated client teams across those three practice areas to knit the efforts together for each account.

Since Hatfield joined Mars six years ago, the agency has placed

a greater emphasis on performance analytics to identify the best markets and shoppers and drive growth.

CPG clients of Mars face many common challenges, Hatfield says, mostly revolving around e-commerce, the omnichannel shopper, stretched marketing budgets and finding the best way to drive ROI. She believes that clients should evaluate their agency's performance by establishing and mutually agreeing upon key performance indicators focused on driving growth, and measuring growth in customer loyalty, satisfaction scores and, of course, sales.

The invasive nature of technology is Hatfield's biggest concern about shopper marketing, now and in the future. "It's kind of scary how willing shoppers are to give up personal information for added convenience and time," she says. "There's so much [data] available, but nobody is using it well. They're certainly not thinking about how to use it to benefit the shopper. What about a more relevant or more customized experience, versus trying to push more stuff at me?"

Mobile technology will play an ever-increasing role in the shopper experience, especially as touchscreens continue to evolve, Hatfield says, and facial recognition technology also will play a growing part as retailers look to simplify mobile payments. She adds that the automotive industry's technological evolution will impact shopper marketing as cars become more computerized. "Imagine the car of the future knowing where the store is, offering suggestions and scanning ingredients?" she says. "The 4 o'clock 'What's for dinner?' is always going to be a thing."

The physical store will never become obsolete, Hatfield believes. "People are social beings, and retail therapy is a real thing," she says. "It's tactile and it's emotional. The trick is going to be defining shopper needs and then consistently delivering them." Those will revolve around time, money and effort, and will require a relevant, authentic experience that makes sense in context of that retailer as a brand, she says.

— Ed Finkel

SCOT WHEELER,
Senior Vice President,
Applied Analytics

Wheeler has more than 20 years of experience focused on the intersection of analytics, strategy, business development, innovation and technology. He works across Match offices in Canada and the U.S. to embed analytics within the agency's offering to increase precision, agility and transparency of results.



MIRUM SHOPPER



ANDREA MCGOVERN GALO, Vice President,
Strategy & Insights

Galo leads the strategy & insights team to ensure that shopper insights are at the foundation of all of the agency's work. When she first joined Mirum Shopper, she was part of Team Unilever Shopper, where she led the drug account team and then shifted over into a client role, overseeing the skin shopper marketing strategy for the drug accounts.



JOE LAGATTUTA,
Executive Vice President,
Creative

Lagattuta is an omnichannel creative leader with deep experience building and leading award-winning creative teams, with a specialty focus on driving strategic concept development. He has led creative work for global CPG clients such as Unilever, Kellogg's, Kraft, Jim Beam and many more.



JAY MATHEW,
Chief Operating Officer

Mathew has more than 20 years of experience in shopper marketing and brand management. Mirum Shopper focuses on the digital, social and commerce channels and has been a partner to the world's largest CPG, electronics and toy suppliers as well as the world's biggest retailer. He is responsible for creating multichannel shopper solutions that have consistently achieved significant increases in sentiment and sales conversion.



DAVID MAY,
Vice President,
Client Engagement

May leads the development of client relationships and market expansion. He is a team leader with vast experience in digital & social marketing, shopper marketing, retail activation & business development. He has extensive experience in both retail and shopper marketing, having worked with retailers such as Walmart, Sam's Club, Target, Costco and a host of specialty retailers and grocers.



DAVID PAINTER,
Vice President,
General Manager

Painter has a decade of experience in global digital leadership in brand and shopper marketing. He believes forming a true partnership with clients is the only way to unlock success. He has also worked at Unilever, where he authored the brand's global digital and social media strategy and developed award-winning video game strategies.



MOJO MARKETING



GENEVIEVE RICH,
Account Director

Rich leads MOJO's account team in the development of outside-the-box shopper marketing programs that truly deliver results. Strategically minded, she uses her background in psychology to take a deep dive into consumer behavior to directly target shoppers with an omnichannel approach.



BELINDA ROBBINS,
Senior Account Manager

Robbins keeps the account and project management teams on track to deliver innovative ideas while infusing efficiencies to capitalize results. With more than 20 years of experience, she has strategized and executed award-winning shopper marketing programs for Fortune 500 companies.



DAVE TRUDO,
Vice President

Trudo brings MOJO the business-minded fuel that has helped power its success since 2012. Stemming from a background in construction management and community development, he leads the operations and production teams, developing award-winning structural designs.



NICOLE TRUDO,
President/Master of MOJO

Trudo is the founder and driving force behind the agency. After 20-plus years of marketing experience she built it from the ground up in 2011 and almost immediately attracted many blue chip clients. Today she leads the strategy and creative side of the business as the company continues to grow rapidly.



ADAM WENGER,
Creative Services
Manager

Wenger brings more than 15 years of creative and design experience to MOJO. He specializes in creative problem-solving, art direction, brand immersion and visual merchandising strategies across MOJO's entire portfolio. He helps to quickly guide projects from concept sketches to final execution.



**MOMENTUM
WORLDWIDE**



SHAUN BROWN,
Senior Vice President,
Growth & Innovation

Brown is responsible for the development of digital innovations that further enhance Momentum's strategic planning capabilities with a focus on shopper understanding and retail commercial planning. He has more than 20 years of agency and brand experience leading shopper strategies and working with customer teams.



ELENA KLAU,
Chief Strategy & Analytics
Officer, North America



Klau unites all agency talent across strategy, measurement and analytics as one seamless North American center of excellence. Leveraging her depth of experience across market and academic research, she has helped pioneer the creation of Momentum's consumer and shopper behavioral & analytics integrated toolset.

LAURA MOSER, Senior Vice President, Shopper Marketing Practice Lead, North America



Moser is responsible for leading and further building the agency's retail and shopper marketing practice across all North American retail and clients.

JENNIFER OLLIGES, Senior Vice President, Director of Business Leadership & Integration



Olliges brings more than 15 years of CPG experience in the areas of strategic planning and integrated shopper marketing leadership. Her approach to vision and growth have contributed to her leading several of the agency's CPG client engagements.

GLEN PEDEN, Vice President, Group Creative Director



With more than 20 years' experience, Peden has led creative leadership and strategy for clients such as Unilever, Bayer Consumer Care and Deutsch brands. He infuses creative thinking with strategy, tapping into unique insights alongside core truths to develop innovative campaigns.

DONNALYN SMITH, President, North America



Smith leads the company's North American region and more than 900 talented employees. Under her leadership, the agency has seen double-digit growth, brought in high-profile creative and business leadership talent, developed unique analytics tools, and commissioned breakthrough research to define the intersection between modern shoppers and technology.

ADRIAN VELAZQUEZ,
Vice President,
Group Director Strategy



Velazquez leads a group of passionate and curious shopper marketing strategists. An accomplished consultant in shopper marketing strategy and commercial capability building, he is known for instilling his commitment to business analytics into all aspects of sales and marketing - leading to informed strategies and measured outcomes.

MOOSYLVANIA

NORTY COHEN, CEO



Cohen founded the agency in 2003 with a focus on motivating consumer behavior.

MARY DELANO, Chief Marketing Officer



Delano has spent more than a decade on the agency side of the business, connecting brands with their consumers, including Grey Goose Vodka, Bacardi Rum and McDonald's, to name a few.

MOSAIC SHOPPER



DIANA ALLWEIN, Director, Client Service and E-Commerce



Allwein is a seasoned client service professional with 20-plus years of experience leading successful campaigns for major CPG companies inclusive of digital and e-commerce. She's a thought leader in the development and implementation of integrated marketing strategies and programs designed to engage the shopper.

KRISTEN BUSS, Vice President, Strategy & Insights



With more than 20 years in marketing, research, analytics, behavioral observation and intuitively led brand, retail and creative strategy, Buss brings unique vision and innovative practices to the agency and its clients' strategies. Her focus is on finding problems clients can uniquely solve, a strategy that serves the agency's vision in purchase design.

MATT DIAMOND,
Executive Vice President,
Mosaic Canada



Diamond has a wealth of knowledge garnered on the client and agency side in his two decades of experience in the marketing world. He is one of Canada's top thought leaders in his field, a frequent author and conference speaker, and a faculty member at Ivey Business School.

ANTHONY GIACCONE, Creative Director



Giaccone is an award-winning creative professional with more than 20 years of experience in the ideation, management and implementation of highly effective and emotionally engaging consumer-based promotional and shopper marketing activations. He has founded conceptual ideation departments at three PROMO 100 agencies and has created programs for no fewer than 75 Fortune 500 brands.

BILL RODI, Vice President, Mosaic Shopper Operations



Rodi leads Mosaic's U.S. Shopper business, with an emphasis on growth strategy, business development and operations. He brings to the role deep, relevant experience garnered across similar client and agency-side leadership positions at Kraft Foods, Landor Associates, MSI, Schawk/Anthem and GfK Consumer Brand Consulting.

NEW CREATURE



ANTHONY BAGLEY, CEO



Sometimes he builds things that help people and sometimes he helps people who build things.

DREW CLEMMONS, Managing Director



Clemmons started at the agency in 2016. He entered the company on the entertainment, seasonal & toy sales team. Today he ensures that its customers receive the operational support needed to positively impact shoppers.

LANCE HOLLY,
Executive Vice President,
Business Development

Holly uses his 27 years of retail, sales and marketing success to help his team exceed their customer's expectations. Herding the masses is something he gets excited about. Leveraging consumer shopping patterns, he oversaw the execution of six consecutive BTS events that contributed to more than \$400M in annual sales across 28 manufacturers.



SUSAN NORDEN,
Vice President,
Engagement

Norden uses her big-brand background to drive engagement with customers, retailers and brands. She oversees engagement for both the Bentonville and Southern California office.



TRAVIS SOUTHARD,
General Manager

Southard is responsible for managing, educating, teaching and guiding people based on their functions within the organization. His purpose is to make others better through actions and empowerment.



NSIGHT CONNECT



CHARLEY CIRESI,
Vice President,
Client Services

Ciresi is a key account lead in Minneapolis where he works to connect national brand strategies to retailer and consumer objectives, delivering unique and differentiated solutions to clients.



MEGHAN GATES,
Associate Creative
Director

Smart strategy and memorable storytelling are core skills Gates loves most about her job. She leads a talented group of creatives across a variety of brands to develop ideas that make people care and want to take action.



NIKKI JOHNSON,
Director, Client Services

With 15-plus years of retail and shopper marketing experience, Johnson is a strategic leader, helping retail teams develop efficient and effective solution-based programs that drive conversion.



DYSHAUN MUHAMMAD,
Senior Vice President,
Target and Drug Team
Leader

With more than 15 years of strategic brand leadership experience in both client and agency roles, Muhammad directs the Target and drug shopper marketing teams.



CASSIE WENGER,
Creative Director,
Walmart

Wenger leads the creative and strategy teams for the agency's Bentonville office. With more than a decade of leadership crafting strategic creative solutions for corporate marketing, retail and brands, she specializes in shopper commerce for Walmart and Sam's Club.



P **PARTNERS + NAPIER**



COURTNEY COTRUPE,
President

Cotrupe strategically drives the agency forward to deliver integrated marketing solutions that drive results. Clients including Keurig Green Mountain, Conagra Brands, Bob Evans and more have benefited from her sharp thinking and creative soul.



JULIE DEROLLER,
Senior Vice President,
Group Director,
Vine Creative Studios

DeRoller leads the agency's Vine Creative Studios, developing customized retail solutions including POS and 3D rendering. Clients include Constellation Brands with more than 100 beverage alcohol brands such as Robert Mondavi Winery, Ravage and Casa Noble.



**GREG SMITH, Director
of Retail Marketing**

Smith specializes in CPG marketing, e-commerce and path-to-purchase marketing. He creates engagement plans that drive results and deliver ROI. He has led Effie-winning campaigns and retailer collaborations for clients including Nestle, Heinz, Clorox and Saputo Dairy Foods.



PETE VONDERLINN,
Executive Creative
Director

As the agency's creative lead, VonDerLinn champions effective creative. His proven track record for driving results has led to three Effie wins and brands like BurgerFi, Friendship Dairies and President Cheese have benefited from his creative efforts.



PHOENIX CREATIVE



**ABBEY ASH, Partner,
Director of Shopper
Marketing**

With more than 10 years of experience, Ash oversees the shopper marketing team. She's a hands-on leader and growth driver for brands and retailers.



**DAVID DOLAK, Partner,
Chief Creative Officer**

With more than 10 years creating results for clients including Mondelez International and Anheuser-Busch Inbev, Dolak leads a multi-disciplinary team at the agency crafting retail, CPG and shopper marketing programs from strategy to design to execution.



EMMANUEL MARTIREZ,
Creative Director

Martirez's insight and abilities have been helping Phoenix Creative win carts and minds since 2007. He has been instrumental in developing award-winning shopper marketing campaigns for brands including Sour Patch Kids and Halls.





Photos by Dan Crawford

SFW: GED KING, CEO

As head of the SFW marketing agency, Ged King follows in the footsteps of his father George King, who started the agency following a successful career at Black & Decker that included the launch of the Dustbuster.

Two reasons propelled that decision: “One, he thought the ad guys seemed to have more fun,” Ged King says. “Two, he thought there was an opportunity to build an agency that understood what it was like to be on the brand side. He started our agency with the idea that you’d better understand retail, because that’s what made the world go ‘round for consumer-facing brands.”

After graduating with an engineering degree, King wanted to work for his father’s agency. First King proved himself at a manufacturer of wooden swing kits. As soon as he had a sales force and marketing team reporting to him and helped take that company public, his father let him join the agency.

Within a year, tragedy struck when George King was diagnosed with terminal cancer. Ged and his brother Matt were left to run the business. Over the next three years, they burned through cash and came close to bankruptcy. “That’s how we got into shopper marketing,” King says.

Known as the man who launched the Dustbuster, King’s father commanded respect when he walked into a room. People listened to what he had to say. “We were a couple of young kids who had no idea what we were doing, and no one would listen to us. But as soon as we started using data, they would listen. And it was all built from that.”

Today, the successful agency represents clients that include Channellock tools, shower door manufacturer Coastal Industries, agricultural tool manufacturer Corona Tools, and Primo Water & Dispensers. SFW has experienced continued growth, now boasting 60 employees and a position on the Inc. 5000 list five of the past six years.



King views his biggest professional success as his win rate for clients. “We have certain clients for which we get paid based on their success,” King says. Those metrics vary by client and are based on each client’s critical KPIs. The multidisciplinary core teams at SFW assigned to these accounts see their entire annual bonus tied to these metrics.

“On those deals, our win record is 109 and 7. We’re very proud of that because the wins of the agency are really the wins of the brands that we work for.” Those wins are continually tallied on a high-school gymnasium scoreboard in the SFW office.

One turning point for the company was the formation of its insights and strategy group roughly a decade ago, and King expects that group’s efforts to become increasingly important moving forward. “The availability of data, and our ability to go out and get data, whether we do primary work or use a POS, is growing very, very rapidly,” King says. “We can provide unbelievable insights to our creative team that allows them to do better work.”

The former engineering major sees data being even more important moving forward as AI advances. “At some point, my house is going to just order laundry detergent for me and I’m not even going to have to do that. I don’t think it’s that far away,” King says. “Understanding the data side and making sure your brand is chosen using creative and media is going to become really important.”

At the same time, SFW’s data shows that about 70% of Americans like shopping, and that more than 4,000 brick-and-mortar stores opened in the U.S. over the past year.

“Physical stores are not going away. I think they’re going to have to be a lot more about entertainment than they have been,” King says. “If you want my time, and you want me to leave my house, then you’d better deliver me an excellent experience.”

— Chris Gelbach

ABBY O'DONNELL,
Account Manager

From handling the day-to-day shopper business for the Mondelez International account, to now leading the team, O'Donnell develops strategic marketing solutions that enhance brands and drive shopper behavior in the retail space.



PROPAC MARKETING PATH TO PURCHASE INSTITUTE

CHARLES DAIGLE,
CEO & Founder

Daigle built a shopper-focused, brand-activation agency that delivers efficient solutions for snack and beverage companies. He founded Propac on his passion for forging innovation solutions for clients and fosters his teams to be indispensable partners.



CHASE DAIGLE,
Director of New Business

Daigle leads Propac's growth strategy and business development. He honed his skills in promotions, shopper marketing, digital, entertainment, sales incentives and experiential marketing for clients including Mountain Dew, Interstate Batteries, Lipton, AMP Energy and Frito-Lay.



COLBY GRAFF, General Manager, Strategy & Communications

Graff directs strategy and oversees insights so the agency can develop integrated shopper marketing campaigns that increase brand visibility, customer engagement and company revenue/sales. He leads all digital and media efforts for all clients at Propac.



ARTHUR KAPLAN,
General Manager, Client Services

Kaplan has 20 years of integrated promotion experience working with industry leaders such as AT&T, Puma, Dodge and Pizza Hut. He manages Propac's shopper business and is responsible for promotions, integrated marketing and sales incentives.



KELLY WELCH,
Creative Director

Welch and her creative team deliver strategic ideas through integrated branding, shopper marketing and promotions for billion-dollar retailers and CPG brands. Her team's inspiring work has received numerous awards and accolades for creativity and effectiveness.



PURERED

PATH TO PURCHASE INSTITUTE

JOHN CATTARULLA,
Vice President, Retail Growth

Cattarulla has more than 20 years of experience leading sales and marketing efforts for renowned brands like Yahoo and Microsoft. Prior to joining PureRED, he worked as regional vice president at Tapad. He also served as President of the Atlanta Interactive Marketing Association leading the long-term vision of the organization. During his tenure with Microsoft, he served as director at Microsoft advertising, encompassing digital media brands such as MSN, MSNBC, Bing, and Xbox.



KEVIN KINCAID,
Senior Vice President, Account Services

A PureRED veteran of more than 20 years, Kincaid is responsible for growing the agency's West Coast presence and managing its San Francisco office. He began his career in production and has worked in three locations - San Francisco, Atlanta and Chicago. He previously served as director of account services, while working with one of the company's major clients.



JOHN MCHALE,
Chief Creative Officer

McHale oversees all client creative efforts and partners with the executive management team on the overall creative product and company culture. He was most recently group vice president and executive creative director of digital marketing agency SapientRazorfish, where he worked closely with Fortune 100 clients such as Norwegian Cruise Line, Coca-Cola, Disney and NASCAR.



GEORGE RUSSELL, CEO

Russell brings more than 30 years of experience in building successful consumer product, retail and marketing technology companies. His passion is in helping clients grow their business and improve the return on their marketing investment. He has served as chief operating officer of Duane Reade, and founded his own digital marketing services firm, ECS Network LLC.



ANDY SUNG,
Chief Digital Officer

Bringing more than 15 years of digital marketing technology experience working with Fortune 100 brands, Sung has a proven track record of innovation, content creation and management, omnichannel experiences, digital product strategy, creative design and technology development.



CHIP WEINSTEIN,
Managing Director, Consumer Growth

Weinstein leads PureRED consumer market new business development. He brings two decades of experience in securing new business for best-in-class advertising agencies, coupled with a deep level of expertise in digital, data analysis and CRM, in a multitude of business categories.



R **RED FUSE COMMUNICATIONS** PATH TO PURCHASE INSTITUTE

KRISTEN ASHNER,
Group Account Director, Shopper & E-Commerce Communications

Ashner is responsible for shopper marketing and e-commerce for the Hill's Pet Nutrition and Tom's of Maine businesses.



RODGER DIPASCA,
Global Managing Director, Shopper Communications

DiPasca leads all worldwide shopper communications at WPP's Red Fuse, a "team agency" that creates integrated marketing communications for Colgate-Palmolive.



DOMINIC FORTE,
Associate Director,
Shopper & E-Commerce
Media, North America

Forte is responsible for shopper-targeted media planning and buying throughout North America, inclusive of e-commerce.



ANN MCGRATH,
Group Account Director,
Shopper Communications,
North America

McGrath leads the North American Red Fuse Shopper team to create and execute communications that drive shopper action for Colgate-Palmolive.



BECKY TURNER,
Shopper Marketing
Network Director, Europe

Turner leads Red Fuse's shopper and e-commerce marketing efforts for Colgate-Palmolive throughout the 33-country Europe region.



S
**SAATCHI &
SAATCHI X**

PATH TO PURCHASE
INSTITUTE

MAURIAH BEEZLEY,
Vice President, Group
Creative Director



ERIN CAMPBELL,
Vice President,
Strategy



JIM CARTWRIGHT,
Chief Operating
Officer



JESSICA HENDRIX,
President & CEO



NICHOLAS SAMMER,
Vice President, Client
Partnership & Brand
Strategy, North America



SANDBOX

**GEORGE BIRD, Director
of In-Store Experience**

From analog to digitally human experiences, Bird is able to concept and deploy beautiful, relevant and engaging experiences across pop-ups to store-within-a-store formats. He ensures the experience always drives return for the brand while being relevant to the shopper.



**STEVE SPENCER, Senior
Vice President, Executive
Creative Director**

Spencer makes the complex look, feel, sound and act simple. He hones the experiences and expressions of a shopper's journey to combat decision fatigue and increase decision simplicity, purchases and loyalty, creating deep retail engagement.



**NICOLE TURNER, Senior
Vice President, Group
Client Services Director**

Brick and mortar, e-commerce or one-off events, Turner helps brands capture, captivate and convert shoppers through meaningful and memorable engagement at every stage of the shopper's journey.



**ERIK WENNEROD,
Director, CRM Strategy**

With extensive experience in conceptualization, development and management of customer relationship marketing programs, Wennerod drives awareness, traffic (online and in-store) and conversion for new product launches, loyalty programs, promotions and more.



**ETHAN WHITEHILL,
Managing Director**

From shopper psychology and experiential design to brand strategy and activation, Whitehill has yet to cross a realm of retail territory that is unfamiliar, ensuring brands' experiences and expressions are relevant, relational and provide return.



SFW

PATH TO PURCHASE
INSTITUTE

ASHLEY DILLON,
Marketing Director

Dillon uses her more than 10 years of agency experience to lead a core account team through marketing planning, brand development, creative production and new product development.



DAVE GEREN,
Executive Vice President,
Account Management

A former Lowe's vice president of marketing, Geren has 20 years of experience in strategy, branding, retail marketing, CRM and multichannel communications on both the client and agency sides. He heads up the SFW research and account teams.



BRAD HIGDON,
Executive Vice President,
Content & Activation

Higdon is the newest member of the SFW management team, joining the organization in November 2017. He is responsible for creative development and production, media, social media, digital strategy and execution.



GED KING, CEO

See profile on page 18

GRAY ROBINSON,
Strategy Director

Robinson's interest in consumer behavior and insights-led strategy brought him to SFW from the client side in 2016. He is responsible for research, analytics and strategy for clients such as Channellock tools and Primo Water.



SHOPTOLOGY

PATH TO PURCHASE
INSTITUTE

CHARLIE ANDERSON,
CEO

Anderson has more than 19 years of shopper marketing experience leading innovative work with partners like PepsiCo, Walmart, Ubisoft and Kroger. His talented team is focused on innovative shopper marketing, seamless shopping and tech-enabled shopping experiences.



WILL CLARKE,
Senior Vice President,
Head of Creative



With more than 25 years of retail and marketing experience, Clarke lives to define and explore the cutting edge of retail, technology and brand storytelling. He is relentless in his pursuit of creative excellence in the field of shopper marketing and omnichannel communications. His work has been recognized by The Cannes International Festival of Creativity, The One Show, Creativity, *The Wall Street Journal* and The PRO Awards.

RYAN KARLSTROM,
Group Account Director



Karlstrom is a proven leader of ideas across the path to purchase for many national and global brands. His drive and 18 years of experience combine to deliver optimal results for many leading brands including Dean Foods, Ubisoft, MoneyGram, Organic Valley, Nestle and PepsiCo.

KEN MADDEN,
Senior Vice President,
Head of Engagement



Madden is a proud geek and relentlessly curious. Over his more-than-20-year career in marketing, technology, strategy and analytics, he has become obsessed with exploring and understanding what makes an experience truly engaging. He and his team create, build and deliver shopper marketing programs that engage shoppers and deliver results – and break new ground as often as possible.

**IVAN MAYES, Group
Technology Director**



With 10 years in shopper marketing and a lifetime building digital tools, Mayes is redefining how shoppers interact with technology. He sets the vision for creating shopper experiences throughout the digital landscape. His unique blend of creative and technology acumen enables him to lead the development of innovative solutions that build bonds between brands, retailers and shoppers.

**JULIE QUICK, Senior
Vice President, Head
of Insights & Strategy**



Quick is passionate about what drives shoppers in their purchase journeys and what bonds them to brands. She's a true thought leader who is also a member of P2PI's elite Distinguished Faculty.

SOCIAL FORCES

ARI ROTHMAN,
Vice President, Account
& Marketing Services



Rothman is a 20-plus year CPG and retail veteran with account experience in integrated social media platforms who now leads new business development at the agency.

CARL VERVISCH,
President/Creative
Director and Founding
Partner



Vervisch directs operations, finance and champions the ideas that will deliver a meaningful social experience through cohesive brand messaging and delicious visual design.

**KATE WHATLEY, CEO
and Founding Partner**



Whatley leads the account team in all of the agency's client-facing relations, specializing in strategic planning on digital initiatives and social shopper marketing program activations.

RACHEL WILLIAMS,
Account & Media
Strategist



Williams is an experienced digital media buyer who ensures brands' goals, targets and campaigns are utilizing strategic content and audience insights for maximum results.

T
THEORY HOUSE

PATH TO PURCHASE
INSTITUTE

TIM BOGERT,
Creative Director



Bogert leads the creative team at Theory House supporting clients like Google, Delta Faucet and Pepsi.

JIM CUSSON, President



Cusson leads the retail marketing agency that supports mid-size retailers and brands such as Food Lion, The Fresh Market, Liquid Wrench, Zyliss and GUNK with branding, in-store design and activation.

MOLLY KRAUS,
Vice President of Account
Services



Kraus heads the client services team at Theory House supporting clients like Delta Faucet, Pepsi and Starbucks.

JARED MEISEL,
Managing Partner,
Shopper Marketing



Meisel helps clients create digital and physical experiences that connect with shoppers in relevant, profitable ways.

TPN

PATH TO PURCHASE
INSTITUTE

SARAH CUNNINGHAM,
Senior Managing Director,
Client Service &
Development



Cunningham has 20 years of shopper and retail commerce and brand engagement experience in creating strategic solutions to make the buy happen for clients in the CPG, consumer electronics, telecommunications, apparel and credit services industries. She leads TPN's Midwest and West Coast offices, overseeing solutions and approaches for client's teams, along with growth and content initiatives.

**RICH FEITLER, President and Chief
Operating Officer**

See profile on page 2



Photos by Brian Morrison

BLUE CHIP MARKETING WORLDWIDE: STANTON KAWER, CEO & Chairman

When Stanton Kawer took on his first role as an account executive at Blue Chip Advertising, he was the agency's second employee. "I thought I was going to be in creative, but the gentleman who owned the company said, 'You've gotta sell, kid,'" Kawer says. "I thought I would be at the company about two weeks. I'm heading in on 30 years."

Today, the company is Blue Chip Marketing Worldwide, it has nearly 400 employees, and Kawer is its CEO and chairman.

He envisioned a path for success by pursuing what is now called shopper marketing. "Agencies at the time were a little bloated — and were not business partners," Kawer says. "They were television commercial vendors who were just getting fat on media commissions." He saw early opportunity in figuring out marketing strategies and plans that would deliver business results.

Kawer views the company's ongoing growth as an independent, privately owned entity his biggest success. "We are today one of the very few independent and genuine integrated marketing companies with the scale that we have," he says. "And that's key." Kawer believes it has enabled the company to be agile while still investing in capabilities that make the agency competitive. "We can look at things through the lens of an independent company that's serving the best interests of our clients and employees, rather than those of a holding company or shareholders," he says.

According to Kawer, the agency's mission is to give incredible people the opportunity to make a difference, and his role is to give employees a platform to make a difference. "That's what motivates me every single day when I wake up," he says.

Blue Chip is perhaps most recognized for its nearly 25-year relationship as agency of record for Procter & Gamble. Kawer also sees the company as being unique in the shopper marketing world for having an in-house media planning and buying team in addition to capabilities in research and insights, shopper and retail marketing,



brand marketing, digital, social and public relations.

"I think the fact that we have a 70-person connections department working seamlessly with account planning and strategy and being able to be media-agnostic is a huge difference-maker," Kawer says.

The agency works cross-functionally, with every department viewing business and client KPIs daily so that everyone is united on what those KPIs are and in figuring out ways to solve for them. "Everyone has a share of ownership in delivering that success for our client," Kawer says.

Looking to the future, Kawer sees technologies like AI and VR as being potentially transformative to the shopping experience. The opportunity to walk and shop the aisles virtually could allow for incremental and impulse purchases. "By introducing that in-store experience at the convenience of my computer, what's old is new again," Kawer says. "As we've gotten into things like clean-store policies, VR potentially might reintroduce the opportunity to have virtual endcaps and create opportunities for fuller immersion with brands virtually in-store."

He sees AI as possibly offering a wonderful way for manufacturers and merchants to realize efficiencies in understanding shopper behavior and patterns and put algorithms against that. "However, it puts a big question mark in the shopper as to who's ultimately providing selection and empowering curiosity for choice," Kawer says. It may also minimize the vital role that retailers play in facilitating interaction and fostering community.

One way that Kawer, an avid yoga practitioner, strives to build community in his own agency is through free yoga classes for employees. He believes it has been helpful in creating a culture in which people feel nurtured and understand their interdependencies. "It's the notion of understanding what role a brand or store has within the larger construct of a community, and how to be an authentic part of that conversation," he says.

— Chris Gelbach

ALLY HOLLAND GILL,
Vice President,
Account Service



Gill has 20 years of marketing experience across all retail channels. Her core experience is in shopper marketing and annual customer planning, with a strong background in national brand activation and promotion. She plays a leadership role in the agency's Hershey relationship. Before joining TPN, Gill played an instrumental role developing creative commerce solutions for major brands such as Pepsi, Sun Products, Starbucks and Nestle Waters.

AMY LANZI, Managing Director, New York



Lanzi is responsible for managing and developing TPN's East Coast-based client businesses. She leads its Omnicom partner-agency integration efforts and is a recognized leader for bringing a shopper marketing strategic approach to global agency models across a portfolio of brands and multi-country campaign initiatives.

CHRISTY O'PELLA,
Senior Managing Director,
Dallas



O'Pella oversees TPN's Dallas and Bentonville offices as well as several of the agency's largest accounts. With 25 years' experience, she is a recognized expert in building CPG shopper marketing processes and initiatives, and retailer and consumer activations for some of the world's most iconic brands.

CHERYL POLICASTRO,
Managing Director,
Planning



Policastro is head of strategy and insights for TPN and brings 25-plus years of experience in brand management, shopper marketing and analytics. Most recently, she led shopper marketing efforts for RB. Previous roles also included 14 years at Novartis Consumer Health, where she led healthcare initiatives for insights, analytics and grocery shopper marketing.

CHRIS RUECKERT,
Vice President,
Account Service



Rueckert is instrumental in developing insights-based shopper marketing and retail programming for Clorox's national retail accounts and national shopper marketing group. In her tenure at TPN, she has successfully spearheaded innovative programs spanning across the Clorox brand portfolio of brands. Prior to TPN, Rueckert defined and led successful marketing programs for Visa, PlayStation and Comcast.

JOE SCARTZ, Chief Digital Commerce Officer



Scartz is responsible for leading the agency's growing digital marketing, commerce and technology team, along with its tpnPRIME Group, a new Amazon practice group dedicated to optimizing brand presence and sales on Amazon. This focused group is connected to the broader digital commerce group, but operates with a special focus on driving Amazon business results for key CPG manufacturers and tech companies.

TRACYLOCKE



MICHAEL BARTLETT,
Managing Partner



Bartlett has a passion for developing powerful creative solutions to complex business issues. As the leader of the agency's PepsiCo business, he works with his team to deliver smart, innovative thinking. He also lends his considerable leadership to Harman's world-class brands. From developing national ideas that build brand equity to shopper-relevant programs designed to drive sales, he makes sure its Buy Design approach is always at the core.

HUGH BOYLE, CEO



Boyle joined TracyLocke from Geometry Global where he was global chief digital officer. He has been responsible for many high-profile integrated campaigns and has managed multimillion-dollar digital revenues throughout EMEA, North America, Latin America and Asia Pacific, across some 80-plus regional offices. His decades' worth of global, technological and business expertise helps drive innovation through the agency and expands it globally.

PHIL CAMAROTA,
Executive Creative Director



Camarota has a passion for creative problem-solving that goes across every discipline, but he has a special affinity for shopper marketing. He has used his unique skillset to create shopper-centric solutions for brands like Pepsi, Frito-Lay, Gatorade, Samsung, Don Q and Hershey.

MIKE LOVEGROVE,
President and Chief Creative Officer



As the architect of the agency's Buy Design methodology, Lovegrove has been a driving force in the reinvention of TracyLocke. He has led the creation of game-changing platforms for PepsiCo, Pizza Hut, HP, T-Mobile and Pfizer. His interdisciplinary expertise and passion for the work has also played a pivotal role in the exponential expansion of its client roster.

TYLER MURRAY,
Chief Strategy Officer



Murray has worked with innovative thought leaders and world-class clients using big and small data to uncover priceless insights. He has also been instrumental in creating proprietary research platforms like the TL Empathy Lab and path to purchase model. His academic approach and range of experience provide a unique perspective on linking consumer and shopper insights to create actionable strategies that deliver highly effective campaigns.

BILL NATLO,
Group Account Director

Natlo, a shopper marketing expert, currently oversees the Heineken business.



SANDY STEIN, Executive Creative Director

Stein's experience as an award-winning creative leader on both the brand and shopper side of the industry gives him a unique perspective and clear vision for integrated success. From PepsiCo and Pfizer to Harman, Don Q Rum and Dick's Sporting Goods, he has been instrumental in the creation of many high-profile platforms, campaigns and product launches.



TWINOAKS



NICOLE ARAGI,
Creative Director

Aragi is a new addition to the agency, serving as creative director for its New York office. She currently oversees the Coca-Cola creative team and contributes to both Goose Island and new business.



JUSTIN PEABODY,
Associate Creative Director

Peabody is a passionate creative leader who is relentless about solving problems where business and creativity intersect. He currently leads the agency's Beam Suntory business, crafting compelling solutions for Hornitos and Sauza tequilas.



UPSHOT



LISA HURST,
Senior Vice President, Account Management

Hurst spearheads Upshot's shopper marketing efforts, bringing expertise and thought-leadership to its shopper insights, strategies and experiences. As the retail landscape continues to evolve, brands look to her to make them shopper-ready.



LIONEL KNIGHT,
Senior Vice President, Planning

Knight is a passionate believer in the power of understanding human behavior. He heads up Upshot's research and planning efforts, tapping proven and innovative techniques to pinpoint insights that inspire programs and ultimately shoppers.



BRIAN KRISTOFEK,
President & CEO

Kristofek has believed in the power of shopper marketing right from the start, working with pioneers like P&G. He's actively involved in growing Upshot's shopper capabilities, including media innovation along the path to purchase.



BRIAN PRIEST,
Senior Vice President, Creative Services

Priest leads Upshot's shopper marketing creative development, developing seamless and dynamic engagement through the entire path to purchase. He creates orchestrated communications and intuitive experiences that deliver on the demands of today's omnipresent shopper.



BROOKE STINGELIN,
Senior Account Director

Stingelin has developed programs in every channel and almost every retailer across the U.S. She knows all things shopper marketing, inside and outside of the store – store back and digital path to purchase first.



VML

JON BIRD, Executive Director, Retail & Shopper

Bird has more than 30 years of experience in retail and shopper marketing in both Australia and the U.S. He leads the retail practice at VML and is a regular speaker on retail trends.



ANDREW HEDDLE,
Group Channel Director, Commerce

Heddle has led e-commerce businesses in the U.S. and Europe since 2003. Most recently, he built and ran Best Buy's \$300M third-party e-commerce business, including the marketplace on bestbuy.com. He runs VML's DTC commerce practice, serving major U.S. brands looking to go direct to consumer.



BRIAN LANG, Associate Director, Data & Analytics

Lang leads e-commerce measurement for CPG brands at top retailers. He has extensive experience synthesizing large sets of disparate data and providing holistic views into performance that drive insights and informed business decisions.



DAN PEREIRA,
Group Director, Commerce Strategy

Pereira leads VML's global e-commerce practice pulling commerce through the connected consumer experience. He has more than 15 years' experience working within CPG across multiple disciplines.

