



As seen in
Shopper Marketing
PATH TO PURCHASE INSTITUTE
p2pl.org

Who's

IN DIGITAL SHOPPER MARKETING
& E-COMMERCE

WHO

Making only its second appearance, this annual report is growing as fast as the field it covers. Here is our list of brand and retail executives who are making notable contributions in the areas of digital shopper marketing, e-commerce, social media and mobile marketing to better engage the increasingly digitally connected shopper.



7-ELEVEN INC.

■ Rob Chumley, Vice President, Retail/Business Innovation

Chumley leads 7-Eleven's internal innovation practice, which includes new store design and prototypes, digital platforms and mobile, and new business development.

■ Mike Debnar, Senior Director, Digital Guest Experience

Debnar serves 7-Eleven in a joint role as vice president/co-founder of 7-Ventures as well as leader of the digital innovation team. He has launched multiple digital products into the core business, including the 7-Eleven mobile app, customer relationship management platform, customer experience management platform, and the open-source loyalty strategy.

■ Lena Huang, Senior Manager, Digital Guest Experience

A

ACCO BRANDS



■ Randal Moss, Social Media and Digital Marketing Manager

Moss partners with several ACCO Brands business lines to generate their strategies for online marketing. He designs the digital ecosystems and manages site design and creation, campaign development and brand-based revenue-generating efforts.



AHOLD USA

■ Jason Kunick, Director, E-Commerce

ALCON

■ Jeremy Brown, Senior Manager, Shopper Marketing



AMAZON.COM

■ Ramer Holtan, Head of Marketing, Digital Music

A digital marketing leader with extensive analytical background in the e-commerce space, Holtan left Walgreens in November 2013 to join the online retail giant. His areas of expertise include online customer acquisition, retention marketing including email and loyalty programs, marketing and e-commerce analytics, pricing strategy and website optimization.



■ Andrew Morrison, Digital Products

Morrison has a proven track record of uniquely combining consumer insights with hardware, software and design to create and market breakthrough consumer products.

ANHEUSER-BUSCH

■ Scott Boedy, Director, Digital Innovations and Emerging Media



■ Vanessa Ivette Rosado, Global Director of Digital Capabilities

Rosado is responsible for the global organizational curriculum and development agenda for digital marketing, the implementation of best practices for the management of digital activations and measurement of digital performance.

B

BACARDI U.S.A. INC.

■ Alison Hopkins, Marketing Director, National Retail Sales

Hopkins' role continues to evolve based on customer and business needs as innovative marketing, including digital, remains a vital part of Bacardi's ongoing commitment to drive value to shoppers.



BAYER CONSUMER CARE

■ Daniella Hoffer, Manager, Digital Solutions

■ Julian Tan, Senior Manager, Digital & Regimen Solutions

Tan focuses on digital solutions, health & wellness regimen strategy and business intelligence while his team leads the brand's digital shopper marketing, e-commerce and strategic multi-brand trade marketing initiatives.

BEAM GLOBAL SPIRITS & WINE

■ Mindy Greenlee, U.S. Digital and Multi-Brand Activation Manager

Greenlee held several digital marketing management roles at Abbott before joining Beam in 2012 as U.S. digital activation manager. She's been in her current position since December 2013.



■ Andrea Javor, Global Director, Digital & Media Strategy

Javor focuses globally on Beam's strategic approach to all aspects of media and digital, providing thought leadership on partnerships and best approaches as an expert for Beam's customer teams.

BENJAMIN MOORE & CO.

■ Bobby Chin, Manager of Digital Technologies

Chin's responsibilities include developing and integrating emerging technologies into consumer experiences.

■ Nick Harris, Director, Digital Marketing & Strategic Alliance

BEST BUY

■ Matthew Smith, Vice President, Integrated Marketing

Smith oversees annual U.S. marketing plan development, promotional planning, store and segment marketing, customer loyalty marketing, CRM and the gift card business.

BI-LO

■ Robert Onstead, Senior Manager, Digital Marketing

CAMPBELL SOUP CO.

Brian Sullivan, Director, Shopper Engagement

Brian Sullivan always wanted to be a marketer and initially envisioned putting his creative spirit to use at an ad agency. But after graduating from DePaul University – where he majored in marketing and held several internships including a four-season-long run with the Chicago Bears – he realized that his love of sports and being a part of that culture fueled his passion.

So Sullivan spent nearly 10 years working his way up from an entry-level marketing and product development role at Wilson Sporting Goods into a general management role, responsible for the entire baseball glove category. From there he moved to PepsiCo, where he began to find his “passion for the shopper space” during his four-year tenure and helped lay the early groundwork for shopper marketing within the Quaker division. His next move was to Mars Petcare to help transform a traditional customer marketing role and function to shopper marketing within the organization.

A similar opportunity opened at Campbell Soup Co. in November 2012, and Sullivan was tapped to be director of shopper engagement, the position he holds today. He recently discussed the emerging digital space with *Shopper Marketing* and how Campbell Soup as an organization and he as an individual continually strive to “become more digitally fit. There are a lot of efforts going on today in terms of really starting to position Campbell’s as a leader when it comes to the digital space,” he says.

“Key initiatives across many parts of our organization are in place to be on the forefront of change in terms of knowing where the customer is and where she is going to be. It’s more fragmented than ever, and in the digital space there are multiple screens that consumers are sometimes using at the exact same time. We have to figure out how we’re communicating in a relevant way – providing relevant content and relevant inspiration – to make those connections with our brands.”

What digital devices do you use most at work and home?

SULLIVANO: We’re a household that owns them all – everything from mobile phones to tablets to laptops to Apple TV and smart TVs, and I use them all for different things. If you look at the role that my tablet or Apple TV plays for me, it’s much more surrounded around entertainment. My phone is my communication device – it’s how I stay connected. And then any type of work is being done through my laptop.

What shopper-related apps do you use, and what would you like to see being developed?

SULLIVANO: By punching in a description on PriceGrabber, I was able to save \$200 on a camera lens during the holidays. I saw it was available online at a certain price point, and the retail chain matched it. You see the power and transparency of what things are selling for in the marketplace instantaneously with a couple of keystrokes. The power that has for consumers is pretty amazing. I really also like the idea of an app that could



Photo by David Fonda

start looking at total trips to a grocery store and understand not just an item, but the value of a total trip. Here is your grocery list, now where can you save the most money overall?

What will be the next big trend to disrupt the digital shopper marketing field?

SULLIVANO: The merging of social and commerce. If you go on a site today, you see reviews from people you don’t know. In the future, you’re going to start understanding what your friends are buying and what their preferences are as well as their likes and dislikes. When that happens, the info will be coming from a much more trusted source.

Where do you see shopper marketing headed in the next few years?

SULLIVANO: We’ll continue to see an uptick, and digital will be playing a bigger role. Print and others are not going away, but we’ll see an influx of new technology and platforms for content that will continue to build. We’ll also start to see where content – whether a circular or shelf tag or any other – will start becoming interactive.

PEPSICO

Janelle Anderson, Senior Director NCP, Digital, Sports Marketing, Frito-Lay

Throughout her 10-year career with PepsiCo, Janelle Anderson has either helped market or led the marketing of small and large brands in the company's Frito-Lay snack family. Her work has helped grow established brands such as Lay's, Sun Chips and Tostitos, and she has introduced new brands such as Flat Earth. Before moving into her present position in late 2012, Anderson oversaw "The Power of One" initiative, which combined marketing of PepsiCo's beverage and snacks.



Photo by Rex Curry

Shopper Marketing recently asked Anderson to share some of her digital thoughts. She says the use of digital tools in PepsiCo's shopper marketing is no longer an add-on but is now embedded in all promotions, with an emphasis on deployment across the entire path to purchase. "We have been on the digital journey and are quickly evolving as the space evolves," she says. "Not only have we resourced digital marketing differently, but we have invested in training our entire organization. We have also put together a framework that allows us to test up-and-coming platforms to ensure we are evolving while leveraging our scale."

What digital devices do you use personally?

ANDERSON: My iPhone 5 is basically my lifeline to everything – my connection to friends, family and work. And while I do

some work on my iPad, the primary function for this is downtime, which includes gaming with my kids, Pinterest for me, movies and streaming TV shows.

What shopper-related apps do you use most often?

ANDERSON: My confession is that I have a bit of an addiction to Rue La La and HauteLook for deals on clothes. I use Amazon to find something that I know I specifically need, often for gifts. I use Evernote and a few grocers' apps for grocery shopping and for items that the whole household needs, but for fun I use Shopkick to "game" shopping.

Who or what do you read most often to gain fresh digital insights?

ANDERSON: I find the insights come from everywhere. In this space it can be anywhere from the McKinsey reports to *The New York Times* to the *Wall Street Journal* to *Ad Age* to blogs. We have also conducted multiple digital studies to get insights and analysis as we set our digital strategy.

What will be the next big trend to disrupt the digital shopper marketing field?

ANDERSON: My educated guess would be twofold. One, I don't think we will see any of the big platforms that exist today go away because they offer scale for the consumer and shopper users and for the marketers at big companies. And two, something will emerge that will provide a friction-solve to a problem people have, and on that, we will have to wait and see.

Where do you see digital shopper marketing headed in the next few years?

ANDERSON: I believe you will see a shift to digital and mobile as the primary foundation element of any marketing program. Digital will move from an "addition" to the baseline marketing programs. You will also see that we will not have digital experts in the marketing field, but rather that all good marketers will understand the digital space.



BROWN-FORMAN

■ Travis Smith, Director, Digital Marketing

Smith is responsible for overseeing the selection and management of digital marketing vendors used across the company's global portfolio of brands. He works to optimize coordination between marketing and IT teams in the development and execution of digital, consumer-facing programs.

BURT'S BEES

■ Lynette Montgomery, Director of E-Commerce and Digital Marketing

CAMPBELL SOUP/PEPPERIDGE FARM

■ Brian Sullivano, Director, Shopper Engagement *See profile on page 3*

■ Rob Walker, Manager, Digital Shopper Marketing

Walker is responsible for leading Campbell's effort to connect with the digitally connected shopper.



THE CLOROX CO.

■ Katie Frink, E-Commerce Team Leader

■ Kristin Wonzen, Global Director of E-Commerce

Wonzen leads the strategic direction of the e-commerce team for key brands such as Burt's Bees, Brita, Glad, Greenworks and partners including Walmart.com, etc.



THE COCA-COLA CO.

■ Julie Bowerman, Vice President, E-Commerce

Bowerman leads strategy and development of the brand's e-commerce business by managing and building a long-term strategic partnership model with Amazon and other online partners.

■ Jennifer Brevick, Director, E-Commerce *See profile on page 8*

■ Courtney Crimmins, Director, Digital Strategy & Planning

Crimmins joined the Coca-Cola North America team in January 2014, bringing 12 years of experience in digital marketing across multiple categories, industries and consumer groups. She has delivered successful strategies for companies such as AT&T, JCPenney, Johnson & Johnson, Match.com, GlaxoSmithKline, Sony BMG and Univision.



■ Laura Houghton, Director, Digital Shopper Marketing

Houghton has been connecting brands and consumers in ways that change consumer purchasing behavior for more than 17 years. For the past three, she has led social strategy for Coca-Cola N.A.'s sparkling brands.



COLGATE-PALMOLIVE CO.

■ Melissa Hodder, Digital Marketing Specialist

■ Mindel Klein, Marketing Director, NA IMC

■ Dan Nosal, Manager, E-Commerce

■ Barry Roberts, Director of Retail Shopper Solutions & E-Commerce



CONAGRA FOODS INC.

■ Jill Kristle, Manager, Interactive Marketing

■ Jenna Rice, PR & Social Media Manager

■ John Shen, Senior Director, Interactive Marketing & Consumer Promotions



■ John Stichweh, Director, Digital & Social Shopper Marketing

Stichweh's role is to integrate the shopper marketing teams and the global marketing teams in the areas of digital and social.



CONSTELLATION BRANDS INC.

■ Karena Breslin, Vice President, Digital Marketing



COTY U.S.

STETSON.

■ Kristen D'Arcy, Vice President of Global Digital, Prestige and Beauty

D'Arcy is an innovative and results-oriented business leader with proven leadership success and expertise in digital technologies that drive ROI.

■ Vincent P. Frezzo, Senior Director, Global Media & Digital Marketing

Frezzo leads a team of media and digital marketing strategists in New York and Paris.

CVS/PHARMACY

■ Kate Goodman, Director, E-Commerce

■ Brian Tilzer, Chief Digital Officer

Tilzer leads digital innovation efforts integrating retail, CVS.com, PBM and MinuteClinic businesses.

Prior to arriving at CVS in 2013, Tilzer formed and led the global e-commerce team for Staples.



D

DELL INC.

■ Lori Pennington, Manager, NA Retail Marketing

■ Dan Seymour, Director, NA Retail Marketing *See profile on page 11*

DIAGEO

■ Haley Rubin, Digital Shopper Marketing Manager

Rubin's duties are embedded within a broad customer marketing team providing the power of digital shopper marketing by embracing digital touchpoints and entrenching them within execution plans in a one-team approach.



DR PEPPER SNAPPLE GROUP INC.

- **Stacey Schultz, Manager, Digital Media for Shopper Marketing**
- **Robert Stone, Director of Integrated and Emerging Media**

F

FELLOWES INC.

- **Michele Pitner, Channel Sales Manager, Mobile & Global E-Commerce**

FISHER-PRICE

- **Mitch Mirsky, Global Manager, Social Media**
Mirsky is the primary lead for all social business programs for Fisher-Price.

FOOD LION

- **Justin Baynton, Manager, Loyalty and Digital Marketing**
- **Keith Nicks, Director of Customer Loyalty and Retail Marketing**

G

GENERAL ELECTRIC

- **John Villanueva, Global General Manager, Marketing**
As global general manager in GE's lighting division, Villanueva strives to win the lighting revolution via superior consumer & customer understanding, product innovation and business-building marketing leadership.

GENERAL MILLS INC.

- **Andy Haversack, Digital Shopper Marketing Manager**
Haversack leads digital shopper marketing strategic planning, capability development and retailer collaboration. 
- **Brian Kittelson, Director of Integrated Shopper Marketing**
Kittelson leads a team of shopper marketing professionals who build insight-based, retail-centric marketing strategies that accelerate the growth of General Mills' brands and the categories in which they compete. 

- **Matt Pierre, E-Commerce Director**
Pierre leads the brand's e-commerce strategic planning, capability development and retailer partnerships.

GEORGIA-PACIFIC CORP.

- **Cindy Butler, Senior Manager, Scale Digital Marketing**
Butler specializes in digital and traditional brand marketing management in the franchise, cooperative and durable goods industries.

H

THE HERSHEY CO.

- **Denise Vivas, Director, E-Commerce**
Vivas joined Hershey in June after spending seven-plus years with Woodstream Corp., a brand manufacturer of lawn & garden products. She led the development and execution of Woodstream's global e-commerce strategy and now leads the channel for Hershey.

THE HOME DEPOT

- **Dave Abbott, Senior Director, Online Marketing**
Abbott is responsible for driving traffic to HomeDepot.com through a mix of affiliate, comparison shopping engine, paid search and SEO programs that cross multiple customer touchpoints.

HORMEL FOODS CORP.

- **Scott M. Weisenbeck, Marketing Director, Hormel Brand & Integrated Marketing** 

J

THE J.M. SMUCKER CO.

- **Christine Hoffman, Senior Manager, Digital Marketing Communications** 

JOHNSON & JOHNSON

- **Carl Wille, Director, Trade Marketing**
Wille leads the sales strategy, enterprise organization across all J&J consumer brands. His role is focused on marketplace analytics, e-commerce, display execution, reporting capabilities and commercialization of cross-brand promotions.

K

KELLOGG CO.

- **Dan Cooke, Digital Shopper Marketing, E-Commerce Lead** 
Cooke leads the development and execution of the e-commerce strategy and manages all aspects of the P&L for the channel. In this capacity, his team is accountable for the curation of content for display on the digital shelf that is designed to engage, motivate and convert shoppers for Kellogg's vast portfolio of brands.
- **Mark Lundquist, Manager, Digital Strategy** 
Lundquist consults on digital strategy with both brand and shopper marketing within Kellogg.
- **Kevin Sidell, Senior Manager, Digital Strategy** 
Sidell provides strategic guidance for brands and customer teams designed to motivate consumers and shoppers to select Kellogg brands along the path to purchase.

KIMBERLY-CLARK



- **Boren Novakovic, Global Director, E-Commerce, Digital Marketing & Commercial Innovation**
- **Meg Way Edgin, Global Director, Digital IQ** 
Edgin leads a team responsible for raising the digital awareness of the global organization. She leads the development of best practice, innovation and strategy in the digital, social, mobile and CRM spaces, supporting all brands such as Huggies, Pull-ups, U by Kotex and Kleenex.

WALGREENS

Cherise Kay Ordlock, Senior Director, E-Commerce Planning and Analysis

Cherise Ordlock is deeply entwined with Walgreens' digital existence, having evolved with the drug titan's e-commerce group the past five years. After six years with the Boston Consulting Group, where she worked on operations and supply chain strategy and process design, Ordlock joined Walgreens in 2009 and rose from senior manager of online operations planning and analysis to director of planning and analysis to her current role.

She says that over that period, Walgreens has placed an emphasis on combining innovation, customer experience and digital development to support the company's objectives. Walgreens recently combined its digital team with the marketing team to form a single digital and marketing division, and Ordlock recently discussed the corporate vision as well as her own view of the current and future digital landscape.

"Walgreens has been evolving its focus from separate online and offline experiences toward a more unified customer journey, building a true omnichannel experience that allows the customer to shop for what she wants, where she wants and when she wants," says Ordlock, an MBA with an industrial engineering background. "The combining of the teams reinforces the importance of digital in the day-to-day experiences of the customer and is a key step in developing a true omnichannel experience."

exposed to different perspectives, new trends and competitive actions. It also helps encourage innovative conversations.

What will be the next big trend to disrupt e-commerce and digital shopper marketing?

ORDLOCK: The biggest trend is the blurring of the line between the way customers interact with the online and offline channels. Customers are already using each channel interchangeably throughout their purchase paths. As technology and customer experiences continue to evolve, it will become harder to differentiate what is truly offline versus online, particularly led by mobile, data analytics and personalization. For



Photo by Brian Morrison

What shopper-related apps do you use regularly?

ORDLOCK: Beyond the Walgreens app, I use ShopStyle to look for all of my clothing needs as it consolidates products across all retailers at once and sends sale alerts. I also like Luxury Garage because I think "sell it yourself" apps are going to make C-to-C selling a fun pastime.

Who or what do you read most often to gain new digital insights?

ORDLOCK: I read a variety of different publications, most digitally, to get information related to both digital trends and industry news. One particular blog that I like is Retail Prophet. It talks about the future of retail and how technology will be a key part of defining the experience. Additionally, I learn of a lot of great articles and publications from my team members. Almost daily someone from the team is sending links to articles or blogs with relevant insights and ideas. It's a great way to be

Walgreens, it is important to build seamless integration between the channels to create an optimal customer experience and leverage the unique dynamics of each channel to help the customer buy whatever, wherever, whenever.

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

ORDLOCK: Same-day delivery is changing people's expectations about what is an acceptable time to receive online orders. Several years ago, the expectation for delivery of online orders was to arrive within approximately one week. That acceptable time window has continued to shrink, and approximately two to four days is now almost a required service level for retailers. At Walgreens, we recognize the added convenience that same day delivery will bring to our customers. Google is one of the companies we're working with to pilot a same day delivery program in select markets.

THE COCA-COLA CO.

Jennifer Brevick, Director, E-Commerce

Jennifer Brevick's career path began in publishing, where she learned added-value planning. She then launched an online stationery store, which was later bought by Papyrus. Business school was next, which led to subsequent marketing positions at L'Oreal, The Home Depot and The Coca-Cola Co.

Immediately before she landed her current e-commerce job last July, Brevick worked on Coca-Cola's large-store and Odwalla efforts. "I have always loved roles that incorporate creativity and an entrepreneurial spirit," she says. "The e-commerce team at Coke is very small, but growing. Because of the size of the team, we all do a bit of everything from sales to supply chain work to marketing."

Brevick says that Coca-Cola has only just invested in "pure-play e-commerce" after selling through AmazonFresh and Peapod for years. She recently shared some time with *Shopper Marketing* to discuss the challenges and the possibilities she sees in e-commerce. "In the past year, we have worked closely across the company and our bottling organization to move forward with initiatives that will enable us to win in this space," she says.

What shopper-related apps do you use most often?

BREVICK: My husband and I both depend on Grocery iQ. I love that you can speak or scan items in and also develop a list off of past purchases. It's the only way to keep a shopping list coordinated in our busy household. I know it's been around for a while, but I also just started using Cellfire. What's better than having coupons go straight to your shopper card with virtually no effort required?

What are some of your best resources for digital insights, industry news and analysis?

BREVICK: I read the shopper marketing and grocery trade newsletters and magazines, including *Shopper Marketing*. I'm also a big fan of *Fast Company*. I find a ton of ideas in that magazine, and its profiles of innovators inspire me.

What will be the next big trends in e-commerce?

BREVICK: In the near future, almost all retailers will deliver in a multitude of ways, which will give the shopper more flexibility and faster delivery times. Retailers will soon cease to be only bricks-and-mortar or just deliver through the mail. They will all be combinations of bricks-and-mortar, delivery by truck, delivery by mail and store pickup.

Also, I think that price comparison apps are going to become even easier to use and more mainstream. Apps like RedLaser and PriceGrabber already enable you to see where the best prices are to optimize your spend, but there is some effort required. In the near future, this will be even more seamless.



Photo by Taryn Nienaber

How might Coca-Cola continue to leverage e-commerce over the next few years?

BREVICK: We're just beginning to scratch the surface of possibility with e-commerce, so we only have upside. I can see us having a much broader selection of products available with flexible delivery. There will be more opportunities to increase baskets through partnerships with other manufacturers and through tie-ins with our own assets and loyalty platforms. I also see e-commerce as a great way for us to launch products. Other manufacturers will expand their offerings too, and the result will be more choices and flexibility for shoppers.

KRAFT FOODS GROUP

- **Rashmi Patel**, Director of Data and Brand Strategy
- **Bob Rupczynski**, Vice President, Media, Data, CRM

KROGER

- **Matt Thompson**, Director, Digital and E-Commerce

L'OREAL

- **Vivianna Blanch**, Vice President, E-Commerce, Marketing and Digital Strategy

Blanch is responsible for all e-commerce and e-tailer sales for the active cosmetics division at L'Oreal USA. In addition, she leads all digital marketing, media, mobile and technology programs. She is also the co-founder of DigITelle, L'Oreal USA's internal group of digital and technology executives.



- **Paul Jones**, Vice President, Digital Marketing
- **Rachel Weiss**, Vice President, Digital Innovation, Content and New Ventures

LG ELECTRONICS

- **Chris Ray**, Director, Digital Marketing

LOWE'S

- **Thomas McMillan Jr.**, Online Promotions Director

M

MARS CHOCOLATE



- **Amanda Zaky**, Manager of Interactive

MATTEL

- **Hadi Abrishamchian**, Manager, Online/ E-Commerce Shopper Marketing, Amazon



MEIJER

- **Renée Appert**, Director of Brand Development

Appert transforms creative vision into meaningful customer action for one of the 15 largest privately held companies in the U.S.



- **Brad Hileman**, Senior Digital Manager

For the past year in his current role, Hileman has led digital strategy across social media, Web, email, mobile, search and other digital touchpoints.

MEYER CORP.

- **Jason Marrone**, Senior Director, E-Business



MILLERCOORS

- **Sherry Courtney**, Digital Marketing Manager
- **Brian Pokorny**, Senior Manager, Digital and Media
- **Emily Smith**, Digital and Social Marketing Manager
- **Brittany Tall**, Manager, Media & Digital

MONDELEZ INTERNATIONAL



- **B. Bonin Bough**, Vice President, Global Media & Consumer Engagement

Bough oversees all of Mondelez' global media including digital, TV, print and OOH.



MOTOROLA MOBILITY

- **Barbara Liss**, Senior Director, Social Media

Previously responsible for all things digital across the entire Quaker portfolio, Liss left PepsiCo to take on her new role in January 2014.

N

NESTLÉ PURINA

- **Linda Hervatin**, Director, Shopper Marketing



- **Tanner Hobin**, Manager Retail & Shopper Marketing, Digital



NEWELL RUBBERMAID

- **Eric Long**, Director, Global E-Commerce
- **Marnie Raines**, Manager, Global E-Commerce

NOVARTIS

- **Jason Herman**, Director, Integrated Marketing Communications & Innovation



- **Joann McCormack**, Senior Digital & Activation Manager

McCormack is responsible for leading digital capabilities for the U.S. market at Novartis Consumer Health. This also includes collaborating with the global digital team, brand teams and agency partners to develop, support and activate digital marketing programs as part of a wider integrated marketing mix.

P

PEPSICO

- **Janelle Anderson**, Senior Director NCP, Digital, Sports Marketing, Frito-Lay *See profile on page 4*

- **Ashwin Nathan**, Marketing Director, Digital, Frito-Lay

Nathan is the digital leader for Frito-Lay's \$13 billion snack portfolio, spearheading the brand's digital transformation and building one-to-one relationships with consumers. He is responsible for driving volume and share growth through strategic mobile, social and digital initiatives.



- **Elena Parlatore**, Digital Marketing Manager, Quaker
- **Sri Rajagopalan**, Senior Director, Sales: E-Commerce, Convenience, Drug, Dollar Channels, Frito-Lay
- **Jason Thalappillil**, Director, Digital Engagement Group: Digital Strategy & Activation, Pepsi



PERNOD RICARD

- **Tim Murphy**, Group Vice President, ABSOLUT Vodka & Integrated Communications Specialist
Murphy oversees all advertising, media, packaging and product innovation, insights, online marketing, public relations, consumer promotions, multi-cultural activity and customer marketing for the United States market.

PFIZER

- **Bryan Chupp**, Director of Digital Marketing



PRICE CHOPPER

- **Heidi Reale**, Director of Shopper and Digital Marketing

See profile on page 12

PROCTER & GAMBLE

- **Kristen Haun**, Associate Director, E-Commerce Marketing
- **David Mullaly**, Marketing Lead for Walmart.com
Mullaly's responsibilities include initiating multiple programs to better connect the online marketing space to quantifiable in-store performance, spanning platforms that include social media, search, eCRM, iMedia and content across the P&G brand portfolio.



- **Kristin Murray**, Marketing Manager, Target Team
Murray recently formed a partnership with Google to test engagement ads behind CoverGirl's "Hunger Games" commercial program, and developed a mobile experience for the launch of Old Spice hair care products that was optimized for social sharing for shopper savings.



R

RECKITT BENCKISER



- **Sam Gagliardi**, Marketing Director, Digital Shopper Solutions



- **Taryn Mitchell**, Global Vice President of Sales, Digital Channel



S

SAFEWAY INC.

- **Keith Colbourn**, Senior Vice President, Loyalty Marketing & Analytics
- **Dimitri Haloulos**, Group Vice President, Shopper Marketing



- **Michael McCready**, Vice President, Grocery Delivery
- **Michael Minasi**, President, Consumer Marketing Group



- **Barbara Walker**, Senior Vice President, Consumer Communication and Digital Marketing

SAM'S CLUB

- **Andrea Cadelli**, Senior Manager, Digital Marketing and MRM



Cadelli's role is to aid the development of a digital marketing strategy to improve member engagement and share of wallet both online and in Sam's Club stores. She leads cross-functional teams responsible for relevant, personalized direct member communications across multiple digital platforms.

- **Matt Martin**, Senior Director of Strategy



Martin's responsibilities include delivering innovative strategies that transform the retail experience at Sam's Club locations across the U.S.

- **Mark Williamson**, Senior Manager, Digital Vendor Marketing

Williamson manages business development and sales for two Sam's Club digital properties – SamsClub.com through the Online Media Program, and in-Club TV through the Sam's Club Digital Signage Network.

SC JOHNSON



- **Nicole Abramson**, Shopper Marketing Manager



SEVENTH GENERATION

- **Reid Greenberg**, Head of Digital Strategy

Greenberg directs e-commerce strategies in B2B and B2C, specializing in multi-channel marketing and sales, SEO, SEM, search marketing, paid search, email marketing, direct sales, wholesale selling, forecasting, Internet and online marketing, vendor selection and affiliate marketing.

DELL INC.

Dan Seymour, Director of North American Retail Marketing

Dan Seymour is keenly aware of Dell's long history of designing products as well as the digital and in-store experiences around the shopper. "Shopper marketing, while not always called by this name, has been part of the culture since the first days of our online offering," he says.

Seymour's team is specifically tasked with leveraging this philosophy and the insights that Dell has, and bringing that to its retail partners in a way that can benefit their online

What digital devices do you use most at work and home?

SEYMOUR: I work for a computer company, so I have three notebooks – two at work and one at home. My wife also has a notebook and a desktop, and they all get used for slightly different things. We also have two tablets at home, mostly for the kids. I have a Windows phone that I use for everything you could possibly use a Windows phone for, and we have a few music devices.



Photo by Erich Schlegel

How often do you use shopper-related apps, and which ones do you prefer?

SEYMOUR: This is a tough one. I use the Amazon app and that's about all. This is my life and this is what I do for work, but I really am not a shopper. I like to understand how it all works to make sure we're using the most efficient things, but I don't use them myself.

What will be the next big trend in e-commerce and digital shopper marketing?

SEYMOUR: The focus is going to be on the continued integration of the bricks-and-mortar envi-

ronment and the online environment. More specifically, creating a way in which shoppers standing in the store can digitally access a manufacturer's online assortment and quickly uncover a product that is one or two steps up, and then be sold on that product digitally without needing a salesperson.

ronment and the online environment. More specifically, creating a way in which shoppers standing in the store can digitally access a manufacturer's online assortment and quickly uncover a product that is one or two steps up, and then be sold on that product digitally without needing a salesperson.

Taking information that isn't readily available to consumers and pushing it into their view at the right point in the purchase path to help them make a decision seems like a logical step. We're experimenting with this with one of our retail partners. We're not far enough along to tell you that it's working or not, but the idea is very similar.

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Where do you see the retail industry headed in the next few years?

SEYMOUR: I think it's not a matter of whether consumers want to buy online or in-store, it's going to be more about making the two an extension of each other. This is my biased opinion again, but I see the two becoming more integrated.

He recently took some time to answer our questions about the continued evolution of digital shopper marketing, the future of e-commerce and his own digital awareness.

PRICE CHOPPER

Heidi Reale, Director of Shopper and Digital Marketing

Heidi Reale was a key player in Price Chopper's early digital efforts. Years ago, foreshadowing her present role, Reale ran HouseCalls, an Internet-based home shopping and delivery company owned by Price Chopper parent company Golub Corp.

It was Reale's second stint with the company, with whom she began her marketing career. Schenectady, N.Y.-based Golub recruited her back from Pepperidge Farm in the late 1990s after she had left to get a different view of the grocery industry by working as an account executive.



Photo courtesy of Price Chopper

After HouseCalls, Reale held positions in consumer insights and loyalty marketing before Price Chopper created the digital marketing team she now oversees. Together they focus on online, social and mobile solutions that enable the retailer "to deliver breakthrough consumer engagement and build relationships with key shoppers."

She recently answered our questions about navigating work and life as an invested member of the digital age.

What digital devices do you own personally, and for what do you use them most often?

REALE: I have an iPhone for texts, emails, Web, photo, music, apps and shopping; an iPad for Web, apps, texts, photos,

emails and shopping; a company-issued laptop for Microsoft Office, email and access to our company systems; a desktop for my photos on the hard drive (and I rarely use it otherwise); and Google Chromecast for movies, TV shows and videos.

What shopper-related apps do you use most often?

REALE: The Price Chopper mobile apps, of course. However, I think that the Target mobile apps are best-in-class examples of providing consumers with useful tools to find products in-store and online, get ideas and save money. I was in a Target

looking for an item when the teammate on the floor offered to help me. She had a handheld device issued to her by Target, and her personal iPhone. She opted to help me find the product I was looking for using Target's mobile app on her iPhone because "it is much more consumer-friendly and accurate than the internal device." While the app is not perfect – I think Target has to sort out how Cartwheel fits in – this app empowers the consumer to take the shopping experience into her own hands both inside and outside of the four walls of the store.

Where do you go for fresh digital insights?

How about industry news and analysis?

REALE: We get our key digital insights from Twitter, Google, Facebook and Yahoo trends, as well as SmartBrief on Social Business. We get industry analysis and news from *Shopper Marketing*, *Ad Age* and *Ad Week*, *Progressive Grocer*, *Supermarket News* and *Morning Newsbeat*.

What's going to be the next big trend to disrupt digital shopper marketing?

REALE: The next big trend is in-store location-based marketing. For example, I will be near the cereal aisle and I will be offered up a digital coupon, offer or promotion on my mobile device on a cereal brand that the store knows I

buy most. Location-based marketing will have to be done on an opt-in basis, and the balance between the number of relevant deals vs. simply generating irrelevant interruptions will have to be figured out. This will require true one-to-one digital targeting to be most effective.

How will that impact the industry in the long term?

REALE: Digital shopper marketing is headed to true one-to-one targeting, which will give the consumers exactly what they want, when they need it. The key will be choosing the right metrics to determine the appropriate consumer need states in a manner that does not infringe on the consumers' privacy concerns.

STARBUCKS

■ **Kristina Salcido, Shopper Marketing Manager**

Formerly a digital insights shopper manager at Clorox and a digital innovation trade marketing manager for Anheuser-Busch, Salcido brought her passion about the emerging space of digital shopper marketing in consumer packaged goods and retail to Starbucks in February 2014.

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TARGET CORP.

■ **David Peterson, Senior Group Manager, Digital Vendor Marketing**

Peterson is an e-commerce and digital marketing leader with expertise in product management and development, retail merchandising, global product marketing and sales.

U

UBISOFT

■ **Paul Audino, Shopper Marketing Manager**

■ **Cathy Ellis, Account Manager**

UNILEVER



■ **Doug Straton, Director, N.A. E-Commerce Center of Excellence**

Straton is responsible for the general management of a multi-functional team tasked with implementing Unilever's global and North American e-commerce PurePlay and B&M multi-channel strategy.

UNIVERSAL STUDIOS HOME ENTERTAINMENT

■ **Joseph Eibert, Vice President, Digital Marketing**

W

WAKEFERN FOOD GROUP

■ **Cheryl Williams, Vice President, Digital Commerce & Innovation**



■ **Donna Zambo, Manager, E-Commerce and Digital Innovation**

Zambo manages ShopRite's digital marketing including e-commerce, website, mobile and social marketing.

WALGREENS

■ **Christine Forman, Director, Beauty and Personal Care Marketing**

Formerly Walgreens' director of e-commerce marketing, Forman is now responsible for developing and executing online and in-store marketing campaigns to drive beauty and personal care sales. While no longer called out in her title, digital shopper marketing is still a large part of Forman's role as Walgreens increasingly becomes an omnichannel retailer.



■ **Adam Kmiec, Senior Director, Social Media and Content**

Kmiec is responsible for leading, defining and executing the company's social media and content strategy. His role spans across the entire Walgreens brand portfolio, including Duane Reade and Drugstore.com.



■ **Cherise Ordlock, Senior Director, E-Commerce Planning and Analysis**

See profile on page 7

■ **Zach West, Manager, Social Media**

West is responsible for anything that touches the Walgreens brand through social networks such as Facebook, Twitter, Pinterest, Foursquare, etc.



WALMART

■ **Dawn Deal, Senior Director of Media**

Deal joined the Walmart media and digital marketing team this past fall from Sam's Club, where she previously managed the digital and emerging media team. She is currently responsible for the media planning and buying for corporate and supplier initiatives within the grocery, health & wellness and consumables business.



WD-40 CO.

■ **Paige Perdue, Director, Digital Marketing**

Perdue is responsible for developing and executing social media strategy including evaluating, planning, organizing, managing, monitoring, measuring and contributing to all social media channels.

WHIRLPOOL CORP.

■ **Colette Matthews, Marketing Director, Insights & Marketplace Strategy**

WHITELAVE FOODS

■ **Erin Anderson, Shopper Marketing Manager**

■ **Jon Searle, Associate Marketing Manager**

WORLD KITCHEN



■ **Ken Bausch, Vice President, Interactive Marketing**

Bausch and the digital marketing team at World Kitchen are focused on driving awareness and consideration of their six major housewares brands. In the past year they launched a new, content-driven, brand-marketing site on a responsive-Web platform and are establishing an industry-leading social presence across multiple mediums.



WRIGLEY

■ **Amber Arnold, National Account Manager, E-Commerce**

Arnold is the brand's national account manager for Amazon, Peapod and Drugstore.com, and advises on omnichannel strategies and promotional activity.

■ **Kristen Livesay, Interactive Marketing Manager**