Representing dozens of CPG manufacturers and retailers on behalf of the world’s most established brands as well as others simply vying for shoppers’ attention, these more than 250 shopper marketing professionals comprise our sixth annual report.
7-ELEVEN INC.

- **Rob Chumley**, Vice President, Retail/Business Innovation
  Chumley leads the retailer’s internal innovation practice including new store design and prototypes, digital platforms CRM, mobile and voice of the customer, in addition to new business development.

20TH CENTURY FOX HOME ENTERTAINMENT

- **Hilari Hildebrandt**, Vice President, Retail Marketing
  Hildebrandt oversees the team-selling strategy the studio uses to execute at its retail base. She has developed consumer-facing partnerships and lifecycle programs at retail that include strategic physical and digital solutions for a number of TV and film franchises such as “Star Wars,” “X-Men,” “Avatar” and “Sons of Anarchy.”

ABBOTT LABORATORIES

- **Jamie LaRue**, Director, Shopper and Category Development
  LaRue’s organization leverages shopper-based insights and analytics with customers to identify and act on category growth.

AHOLD USA

- **Linda Crowder**, Senior Director, Peapod Interactive
  Crowder began her career in brand management at Kraft Foods, where she also led the multicultural marketing and collaborative shopper marketing group. In 2008, she joined SC Johnson to lead their newly created shopper marketing group, and she joined Peapod this year to lead the Ahold brand’s preferred partners program.

ANHEUSER-BUSCH

- **Jim Tietjens**, Senior Director, Trade Marketing Partnerships
  Tietjens has spent the past five years as part of Anheuser-Busch InBev’s (ABI) trade marketing team in roles such as large-format channel lead and, more recently, planning team lead. He is currently serving as the lead in securing ABI’s retail cross-merchandising partnerships.

ANHEUSER-BUSCH INBEV'S (ABI) TRADE MARKETING TEAM

- **Tim Dorgan**, Vice President, Managing Director, Peapod Interactive
  Dorgan is the founder and managing director of Peapod Interactive, the shopper marketing division of the Internet grocer. The division leverages the unique targeting and data capabilities of the online shopping experience to create a suite of innovative shopper marketing services that serves 35 CPG manufacturer clients.

- **Rebecca Kane**, Vice President, Brand and Customer-Specific Marketing

- **Ken Kaufmann**, Senior Director, Customer-Marketing Innovation

- **Steven Post**, Director of Customer-Specific Marketing, Planning
  Post integrates consumer insights in customer marketing program development for Ahold.

ALCON

- **Shawn Millerick**, Head of Marketing, U.S. OTC
  See profile on page 6.

- **Andi Pratt**, Senior Manager, Shopper Marketing
  With 11 years of agency and CPG experience, Pratt brought an extensive background of shopper marketing strategy and retailer collaboration to Alcon. She has orchestrated platform strategy and programming on brands including DiGiorno, Tyson foods, Lean Cuisine, Haagen-Dazs, Coffee-Mate and Hot Pockets.

BAYER HEALTHCARE

- **Jeff Howren**, Director of Customer Development

BEAM SUNTORY INC.

- **Michelle Cater**, Senior Director, Activation

BEIERSDORF INC.

- **Eva Kunz**, Shopper Marketing Manager
  Kunz has spearheaded a wide range of strategic initiatives from consumer and shopper insights, brand positioning and strategy to planning and executing brand and shopper marketing initiatives. She is now the strategic leader for Beiersdorf’s national corporate group events as well as leading the drug and food shopper marketing activations.

- **Daniel Theroux**, Manager, Business and Competitive Intelligence

BIG HEART PET BRANDS

- **David Knoepfle**, Director of Shopper Marketing and Activation
  Since taking on his new role in December 2013, Knoepfle has been leading a team of passionate marketers who help inspire shoppers to show their love for pets.
Resonating with multicultural consumers is one of The Clorox Co.’s strategic imperatives, and David Cardona was hired three years ago to lead the charge. “The leadership team is fully aware of the need to win with Hispanics in order to win domestically,” he says.

Cardona began his career in his native Puerto Rico at JWT and then Leo Burnett before moving to Colgate-Palmolive in 1998 to manage the company’s multicultural marketing. That role eventually took him to New York.

In 2011, Cardona accepted the offer from The Clorox Co. and relocated to the Bay Area. He rose from multicultural team leader to director of multicultural development after a little more than a year, and in February of this year he was appointed to his current position. Cardona is now responsible for elevating Clorox’s shopper marketing capabilities to drive sustainable growth in its categories and its customers. “I’ve been given the opportunity to redefine our approach and focus,” he says. “Educating our cross-functional teams around the importance of shopper and making sure we’re consistently thinking shopper from the start is one of my team’s focuses.”

Cardona stresses that Clorox expects fewer but bigger and better initiatives in the future. “We’re focusing on the big ideas that could lead to growth going forward,” he says. “Shopper marketing is one of the most important levers we can pull in order to drive growth, and I want to make sure we’re ahead of the curve when it comes to our capabilities and the approach and focus we’re putting against it.”

Cardona recently took time out to answer some questions for Shopper Marketing.

**How does shopper marketing fit into the Clorox organization?**

**CARDONA:** We’re very serious about our demand-building plans and understanding the role each element plays within that. The target is to think holistically about the plans and to ensure that the shopper is surrounded by messaging that delivers a seamless experience with our brands.

**What recent examples of your team’s work stand out?**

**CARDONA:** We recently executed a shopper campaign that highlighted the benefits of using our Brita [water filtration systems] brand to prepare baby formula, and drove purchase by offering a $5 coupon at retail. We saw 25% lift on average sales per store when measuring the advertised SKUs. Last year we also introduced a platform that leveraged the fact that Hispanics tend to clean in layers – clean, disinfect and aromatize. We saw double-digit growth in one grocery customer. This year, we built a dedicated mobile microsite offering cleaning tips using our products and that supported our new cleaning innovation items, and it was uniquely tied to the retailer. The program once again delivered outstanding results.

**What is the most rewarding aspect of your work?**

**CARDONA:** The fact that shopper marketing is in continuous evolution. It’s fascinating to experience all the rapid changes in attitudes and behaviors from shoppers, the influence of e-commerce across most categories, the impact of digital and, in particular, mobile. The industry is constantly evolving and we have an opportunity to test and shape the future.

**How can brands and retailers foster the wider adoption of shopper marketing?**

**CARDONA:** It’s a topic on the table across virtually all brands and retailers. Some retailers are having good success with the “traditional” approach to shopper engagement, while others are putting their bets on emerging shopper engagement tactics like apps to drive loyalty and conversion. There’s a lot of experimentation, and it will be interesting to see the results and impact to the categories.

**What are the biggest challenges facing your team and the shopper marketing discipline as a whole?**

**CARDONA:** Measurement. While I’m in favor of testing, I struggle with the industry’s inability to measure accurately and objectively. It’s still very difficult to tease out the impact of a specific initiative in the larger mix.

**“I struggle with the industry’s inability to measure accurately and objectively. It’s still very difficult to tease out the impact of a specific initiative in the larger mix.”**
BIMBO BAKERIES USA

John Monachelli, Senior Director, Business Development
Monachelli has spent 22 years in the CPG industry and 20 years with BBU. His responsibilities take him to what he considers the “sweet spot” between marketing and sales – delivering shopper/consumer/category insights to his marketing and sales teams as well as helping deliver actionable category growth plans to his retail customers.

BOHRINGER INGELHEIM CONSUMER HEALTHCARE

Mike Magarian, Senior Associate Director, Trade Marketing

BROWN-FORMAN CORP.

Christa Bryant, Director, Channel and Customer Marketing

Julie Lynn York, Group Manager, Partnership Marketing
York is responsible for managing and expanding the company’s current marketing alliances, most notably Coca-Cola, Heineken and Ocean Spray, as well as cultivating new strategically appropriate marketing relationships with companies that will benefit both the brand teams and the customer teams.

BUMBLE BEE FOODS

David Melbourne, Senior Vice President, Marketing and Corporate Social Responsibility

BURT’S BEES

Spencer Blaker, Director, Global Retail Marketing
With 20-plus years of CPG industry experience with brands ranging from Dreyer’s to Nabisco, this 2013 Shopper Marketing Hall of Fame inductee helps coordinate the activities of Burt’s Bees’ sales, marketing and creative teams with its retail partners.

BUTTERBALL

Kyle Lock, Senior Director, Retail Marketing
A 21-year marketing veteran for companies including Tyson and Hillshire Farm, Lock is responsible for defining and growing powerful brands, leading strategic planning and founding departments and initiatives such as innovation and insights.

CAMPBELL SOUP CO./PEPPERIDGE FARM

Christian Ardito, Senior Group Manager, Shopper Marketing
Ardito has extensive experience in CPG, retail and telecommunications, having held several sales and marketing positions with companies such as Motorola, R.J. Reynolds, Merck and Campbell Soup Co.

Kim McGough, Senior Group Manager, Shopper Experience, Campbell U.S. Retail
McGough leads the brand consumer activation marketing plans to ensure that Campbell meets the needs of its consumers, customers and their shoppers throughout their consumer purchase journey. Her team is responsible for the brand consumer activities across the Campbell portfolio, including soup, simple meals, beverage and breakthrough innovation.

Deb Piaseczynski, Senior Group Manager, Shopper Marketing
Prior to joining Campbell, Piaseczynski worked at shopper marketing agency TPN Retail where she led the Hershey’s shopper marketing business. She has also led Procter & Gamble’s shopper marketing business across the fabric care, home care and pet care businesses.

Lauren Quaile, Group Manager, Shopper Engagement
Quaile leads strategy and development of insight-driven, omnichannel shopper marketing solutions. Prior to joining Campbell in 2006, she managed corporate partnerships for the Philadelphia Eagles.

Shelly Sinas, Director of Customer Engagement and Shopper Marketing
Sinas leads the shopper marketing team that is responsible for strategy and execution across Pepperidge Farm’s brand portfolio, including Goldfish, Milano and Swirl. Before heading its shopper marketing efforts, she was Pepperidge Farm’s director of sales at Target.

Brian Sullivan, Director of Shopper Engagement
Sullivan was named director of shopper engagement on the U.S. retail team in November 2012. Since joining the Campbell Soup Co., he has focused on setting the direction for driving both profitable brand sales and equity growth through planning integration and stronger customer and consumer connections.

CHIQUITA BRANDS INTERNATIONAL

Dan Wasser, Director, Category Management, Consumer and Shopper Insights
Wasser uses category and consumer insights for brand-positioning strategies across multiple product categories.

CHURCH & DWIGHT

Dan Bracken, Director, Marketing Services
Bracken is a member of the Shopper Marketing Hall of Fame and he’s been in his current position since 2006.

CLOROX CO., THE

David Cardona, Director of Shopper Marketing, Category Advisory Services and Multicultural Capabilities
See profile on page 3.

COCOA-COLA CO., THE

Beth Egan, Director, Shopper Marketing, Strategy and Capability
Egan leads Coca-Cola’s shopper marketing end-to-end capability efforts through strategic and facilitated leadership, striving for continuous improvement of the most important shopper levers.
Brandon Leck, Director, Strategic Initiatives, Business Transformation Office
Leck is the marketing lead for Coca-Cola’s new design-to-value initiative focused on optimizing product design specifications across the value stream.

John Mount, Vice President, National Retail Sales, Marketing and Operations
In his current position since 2010, Mount has been a guiding force behind the development of Coca-Cola’s shopper marketing practice for the past decade. He is a Shopper Marketing Hall of Famer.

Rachel Smith, Assistant Vice President, Shopper Marketing and Planning

COLGATE-PALMOLIVE

Barry Roberts, Director, Retail Shopper Solutions and E-Commerce
Roberts originally launched and led shopper marketing for Colgate-Palmolive in North America several years ago. He now leads retail shopper solutions, which includes category management, shopper marketing and e-commerce.

Brad Watt, Worldwide Director, Global Shopper Marketing

CONAGRA FOODS

Tammy Brumfield, Vice President, Shopper Marketing
Brumfield has spent 34 years in the consumer packaged goods industry, including traditional sales, category leadership and shopper marketing roles. Ten of those years came on the agency side, leading and developing shopper marketing functions for major packaged goods manufacturers. She has been with ConAgra for 11 years, developing and leading the shopper marketing capability.

Ken Gronholm, Senior Director, Shopper Marketing, Kroger

Tom Lisi, Senior Director, Shopper Marketing, Walmart
Lisi leads the shopper marketing team across all ConAgra brands at Walmart.

Kelly McKeever, Senior Director, Brand, Platforms and In-Store Experience

CRAYOLA

Mimi Dixon, Team Leader, Shopper Engagement and Activation
Dixon is responsible for the development and execution of insight-led shopper marketing and merchandising strategies to influence shopper behavior and stimulate category and store demand at Crayola’s top retailers. Prior to joining Crayola in June 2014, she led shopper marketing for Campbell Soup Co.’s national grocery accounts.

Bill McCarthy, Consumer and Shopper Marketing Leader
McCarty is responsible for all shopper marketing activation across mass, grocery, drug, toy, office and craft channels.

CROWN IMPORTS

Kevin Enos, Director, Trade Marketing
Enos leads a team of marketers in the development of national integrated promotions, as well as customer marketing for both the off-premise and on-premise trade channels across Constellation’s portfolio of leading imported beer brands such as Corona Extra, Corona Light, Modelo Especial, Pacifico and Negra Modelo.

Kevin Kramnic, Vice President, Promotional Marketing

Mauricio Reyes, Associate Manager, Consumer Insights
Reyes, who joined Crown Imports in 2012, is a multicultural expert in Constellation Brands’ beer division and is responsible for Corona Extra Hispanic and Victoria beer insights.

CVS/PHARMACY

Peter Bond, Senior Director, Personalized Loyalty Marketing

Rebecca Grimm, Director, Customer Engagement

CRAYOLA

Melissa Studzinski, Vice President of Customer Relationship Management
Studzinski oversees the ExtraCare Program, one of the largest and longest-running retail savings and rewards programs in the world with more than 70 million active households. She is responsible for ongoing program development and has taken a customer-centric approach to enhancing the program with the goal of giving customers a truly personalized experience.

DANNON CO., THE

Jonathan Lehr, Senior Manager, Shopper Marketing

Bill Yarmal, Director of Shopper Marketing, Danone U.S.
Yarmal leads the Danone shopper marketing organization and is responsible for all shopper engagement along the path to purchase across the entire portfolio. He has been with Danone for two years after coming from Coca-Cola with 12 years of sales, marketing and shopper marketing experience.

DEL MONTE FOODS

Steve Aleksich, Senior Manager, HQ Shopper Marketing
Aleksich brings more than 20 years of experience in various promotional roles in the shopper and integrated marketing arenas. He is currently leading Del Monte’s partnerships and shopper marketing efforts for Target and channels. Prior to Del Monte, he worked for Heinz, Disney, Nestlé, American Greetings and Sony Pictures Entertainment.

Mike Malony, Senior Manager, Shopper Marketing
Malony is responsible for shopper marketing strategy and activation that drives Del Monte’s business in Walmart and Sam’s Club. He consulted for the company that became Saatchi & Saatchi X in the early 2000s before joining the organization full time in account service.
Two years ago, Shawn Millerick was given a once-in-a-career type of opportunity. Having spent 15 years at The Gillette Co. and then Procter & Gamble, he heard about an opening at Alcon from a former Gillette colleague. The eye care company was looking for someone to spearhead a shopper marketing, insights, display and strategy organization for its U.S. OTC business.

“This was a chance to set up a new organization and a business that had leading market shares across all segments of the $2 billion eye care category – and it was complete white space,” he says. “It certainly presented a lot of challenges, but it was a great opportunity to create something big. Alcon was hungry to explore the area, and it became my job to prove it out.”

In 2012, Millerick stepped into his role as director of shopper marketing and insights and began putting to use some of the skill sets – and passion – he had developed for the discipline while at P&G. Since then, his team has grown from one to 12 people strong.

Earlier this year, Millerick’s scope was expanded to include both consumer and professional marketing. “It’s exciting to start to see the synergy between the shopper, the patient and the consumer,” he says. “Our focus is on how we drive leverage on the shopper side as well as with our brands across the whole path to purchase. It’s all about getting people engaged with the help of their eyes, making it easy for them to find what they need, and then building the brands accordingly. That is work that’s well underway.”

Millerick recently explained to Shopper Marketing how Alcon recognizes that to successfully drive patient outcomes, it has to go beyond the doctor’s office.

**How does shopper marketing fit into the Alcon organization?**

**MILLERICK:** It’s played a prominent role in the last two years. As we shared insights and key learnings with the broader organization, the company embraced the shopper focus and recognized the strategic nature of engaging across the path to purchase more broadly than just with the doctor. This organization has become much more focused holistically on the path to purchase, engaging the individual as a patient and now as a consumer as well as a shopper.

**“As we shared insights and key learnings with the broader organization, the company embraced the shopper focus and recognized the strategic nature of engaging across the path to purchase more broadly than just with the doctor.”**

**What recent examples of the Alcon shopper marketing team’s work stand out the most?**

**MILLERICK:** The eyeSOLUTION campaign has been successful at both engaging shoppers in their eye health and making it easy for them to find the products they need to take care of their eyes, driving the ease of shop. “Get an A+ in Eye Care” recently landed in the market and is part of that platform. Designed to home in on shoppers during the back-to-school season, we’re also partnering with Kids Vision for Life, a charitable organization that helps kids in need get glasses. Our goal is to help 100,000 kids by 2020, and we’re encouraging shoppers to support the program.

**Is it unrealistic to believe that shopper marketing will someday be synonymous with marketing?**

**MILLERICK:** Not at all. Shopper marketing is marketing. Each stage of the journey, whether as a patient, a consumer or a shopper, is different. And while the strategies and messaging are different, the tactics are largely the same. The reality is that in-store is going to continue to grow in importance for marketers, and targeting consumers outside of the store will continue to get more difficult.

**What must happen before brands and retailers can deliver a truly omnichannel experience?**

**MILLERICK:** It’s all about delivering the right message and level of engagement when and where it’s relevant, whether online, in social media, print or TV, and then making it easy for individuals to access your brand at the point of purchase. There has been a lot of progress in this space but there’s still a lot to learn. Insights and understanding in terms of targeting the right consumer and shopper are critical as we go forward to try and figure this one out.

**What is the most rewarding aspect of your work?**

**MILLERICK:** I’ve had the opportunity to go to some of the in-school screenings for Kids Vision for Life. It is one of the most rewarding things I’ve participated in during my career. Hearing stories in terms of the difference it has made and knowing we have an opportunity to partner with an organization like it is something that gets me excited every day.
Jennifer Reiner, Director, Shopper Marketing
Reiner leads shopper marketing and visual merchandising at Del Monte. More than half of her 20-plus years in CPG/retail have been focused in the shopper marketing space and have included positions at The Clorox Co. and Coca-Cola.

Calvin Burwell, Director, Consumer Planning

Catherine Moffatt, Vice President, Global Shopper Planning

DOLE FOOD CO.

CarrieAnn Arias, Director, Marketing and Innovation

Brian Huh, Vice President, Category Development and Customer Strategy

Kellee Miller, Senior Manager, Shopper Marketing and Strategy
Miller leads a team responsible for shopper marketing at key retailers throughout the U.S. with a focus on total category engagement, retention and repeat. Her team collaborates with key Dole and retailer stakeholders to best target and engage shoppers while aligning key objectives and strategies throughout the path to purchase.

Chuck Sweeney, Director of Category Development
Hired as the first “in-market” person at Dole, Sweeney has been the face of the company for more than 19 years. Under his leadership, Dole has recognized around the world for its expertise in category management and development.

Scott Barcenilla, Director, Shopper Marketing East

Lon Johnson, Director, Shopper Marketing, National Grocery and Regional Accounts, Convenience and Drug

Richard Moulton, Director of Shopper Marketing for Walmart, West Grocery, Convenience and Gas Channel
Before joining DPSG in December 2013, Moulton spent four and a half years as Kimberly-Clark’s shopper marketing director for the Walmart team.

Shelly Tallabas, Vice President, Shopper Marketing

ENERGIZER HOLDINGS INC.

Mike Lampman, Vice President, Trade Marketing

Michael Law, Senior Director, Customer Strategy and Planning
Law has led shopper-centric strategies across a wide range of categories including confection, OTC, beauty and personal care. At Energizer personal care, he is driving customer and shopper-centric strategies across category development, sales planning, retail and shopper marketing.

Michelle McPherson, Team Leader, Global Visibility

David Morgart, Senior Director, Commercial Strategy and Planning

Beth St. Raymond, Director, Shopper Marketing
St. Raymond, previously the director of customer marketing, moved into her new role in May 2014.

FAMILY DOLLAR STORES

Steve Biehl, Divisional Vice President, Promotional Marketing and Planning

Matthew Martin, Vice President, Marketing
After nearly 15 years of brand management, shopper marketing and finance experience with P&G, Martin now leads shopper marketing, digital and customer insights for Family Dollar.

FLEET LABORATORIES INC.

Robert Weitzenhofer, National Account Category Development Manager
Weitzenhofer has been successfully leading Fleet Laboratories’ shopper marketing initiatives for the past four years, discovering shopper insights and co-developing strategic growth activities with major accounts in the food, drug, mass, and dollar trade classes.

FOOD LION

Marci Grebstein, Vice President, Marketing and Brand Strategy

Kimberly Mattingly, Co-Marketing Manager

GENERAL MILLS

Ray Joncas, Director, Customer Marketing, Walmart and Sam’s Club

Melissa Kell, Integrated Marketing Communications Manager, Convenience and Foodservice
Kell manages integrated marketing for the convenience store channel.

Brian Kittelson, Director of Integrated Shopper Marketing
Kittelson’s shopper marketing team builds insight-based, retail-centric marketing strategies that accelerate the growth of their brands and the categories in which they compete.

Patrick Simmons, Vice President, Customer Marketing, Events and NASCAR

GEORGIA-PACIFIC

Ryan Elwart, Vice President, Sales, GP Professional

Michael Hayes, Senior Vice President, Sales and Sales Strategy

Scott Postma, Director, Channel Marketing and Customer Development
In his nearly 30-year CPG marketing career, Postma has worked for brands such as The Dial Corp., The Dannon Co., Frito-Lay and H.J. Heinz. He came to Georgia-Pacific in 2008 and moved into his present position in December 2011.
Kimber Shray, Director, Shopper Marketing
Shray leads a cross-functional team in developing integrated 360-degree marketing campaigns designed to reach shoppers throughout the path to purchase.

GIANT EAGLE INC.
- Brett Merrell, Senior Vice President
- Krista Sammartino, Director, Own Brands
- Linda Wakim, Business Leader, Senior Category Manager, HBC

GLAXOSMITHKLINE CONSUMER HEALTHCARE
- Joe Cadle, Director, Shopper Marketing
Cadle leads the development and implementation of shopper platforms for all GSK categories for key retail partners. He leads a team of 13 shopper marketers that help drive commercial value for GSK brands and retail customers.
- Jillian Duggar, Shopper Marketing Manager, Oral Care Brands
- Michele Klingensmith, Shopper Marketing Manager, Rite Aid
Klingensmith began her career in the consumer packaged goods industry in 1987 with Frito-Lay and transitioned from the food industry to OTC medicines when she joined the GSK legacy company, SmithKline Beecham Corp., in 1992. Currently, she drives innovative shopper marketing programs with the Rite Aid Corp.

HASBRO
- David Henderson, Senior Vice President, U.S. Sales and Customer Strategic Marketing
- Maureen Smith, Senior Vice President, Marketing
With the company since 1998, Smith was named to her current position in May 2014.
- Jeff Taylor, Vice President, Sales and Customer Strategic Marketing

H-E-B GROCERY CO.
- Cory Basso, Group Vice President, Marketing and Advertising
- Sheri Best, Director, Targeted Shopper Marketing
Best has been with the grocery chain for 19 years and has experience in store leadership and procurement management. She joined the strategy and shopper loyalty team in 2009 and began developing targeted shopper marketing as a viable platform for H-E-B.
- Twyla Lusk, Director, H-E-B Strategy and Shopper Loyalty Development
Lusk began the strategy and shopper loyalty team in 2006 and led the team that created targeted shopper marketing at H-E-B. She also has experience in grocery and general merchandise procurement management.

HEINEKEN USA
- Dirk De Vos, Senior Vice President, Commercial Marketing
De Vos left Diageo in late 2013 to join the management team accountable for driving sales, profit and brand growth across the Heineken U.S. portfolio of brands, customers, channels and regions through a commercial growth agenda.
- Jonathan Simpson, Senior Director, Commercial Marketing

HENKEL CONSUMER GOODS
- Wendy Warus, Vice President, Sales, Winning In-Store
Warus brought marketing and sales experience from Ault Foods and Reckitt Benckiser to her role at Henkel, where she focuses on shopper insights, category management, shopper marketing and in-store merchandising.

HERSEY CO., THE
- Michael DePanfilis, General Manager, E-Commerce and Shopper Marketing
DePanfilis is responsible for shopper marketing, e-commerce, consumer promotions and integrated planning functions at The Hershey Co. Shopper marketing is designed to develop integrated marketing solutions that leverage insights to unite Hershey’s brands with their retail partners.
- Jenni Pustinger, Senior Director, Shopper Marketing

HEWLETT-PACKARD CO.
- Sheila McKay, Manager, Customer and Channel Insights
- Christy Tappy, Director, Customer Experience

HILLERICH & BRADSBY CO.
- Kyle Schlegel, Vice President, Global Marketing
Schlegel’s role is the first of its kind in the nearly 130-year history of Louisville Slugger’s parent company. Prior to Hillerich & Bradsby, he spent nearly 13 years at Procter & Gamble, first in market research and then on marketing and multifunctional teams for brands such as Old Spice, Wella, Herbal Essences and Aussie.
Dustin Lehner began his career in sales and finance with Chiquita, then managed internal communications with Chase and later became involved in marketing services with Sara Lee. He also spent time at three agencies, which he says impacted him as much or more than his brand experiences. “The experience simply makes me a better client,” he says. “I would tell any junior marketer out there to go spend three to five years at a top agency. They will leave with increased knowledge and perspective about what it takes to create great work. As a client, that appreciation will make briefs better and results will surely follow.”

Lehner, who shared his thoughts on the industry in the following interview, says his teams at Mars Petcare are responsible for turning “insights into action; building category growth across retail partners in a way that drives incremental growth for our brands and further builds equity along the path to purchase. This requires a lot of cross-functional alignment and collaboration from start to finish.”

**Given your background, what would you say are a brand’s biggest challenges in working with agencies?**

**LEHNER:** One of the biggest challenges we face as clients is receiving tight, full 360-degree plans and concepts that span shopper, national consumer promotions, digital and media. As agencies become more specialized and clients look to diversify across agencies, the importance of having a collaborative agency team roster that works together behind the scenes to present unified concepts is critical and it takes a lot of work for everyone to achieve that.

**How does shopper marketing fit into the Mars Petcare organization?**

**LEHNER:** At Mars Petcare, shopper marketing is evolving to be more centered on the idea of “activation” and how that plays with traditional consumer promotions in partnering with our retail partners. It is our responsibility to be a key component in the annual integrated business planning process and work with shopper insights to deliver strategic solutions that meet our shared business objectives.

**“I would tell any junior marketer out there to go spend three to five years at a top agency. They will leave with increased knowledge and perspective about what it takes to create great work.”**

**What recent example of your shopper marketing team’s work stands out the most?**

**LEHNER:** Our team has done a lot of work to help better educate the organization on what’s important to individual retail partners. This has helped shopper marketing be a driving force behind our new annual integrated business planning process. This required a lot of patience, collaboration and commitment to work outside of our normal function but the opportunity for us to plan across brand and shopper with retailer timelines and resets in mind has led to improved alignment and focus.

**What is the most rewarding aspect of your work?**

**LEHNER:** The thing that still gets me most excited is seeing a true insight come to life in the marketplace. From insight discovery, briefing, concepting and testing to pitching and execution, seeing the process from start to finish is most rewarding for me. To be great in shopper marketing, you need those foundational insights that fuel the creative solutions, and you cannot be afraid of failure. See the opportunity and go for it with 100% conviction.

**What is the biggest obstacle that’s preventing a wider adoption of shopper marketing?**

**LEHNER:** That is a great question, and I would have to say resources and patience. To build true shopper capabilities fueled by insights, it requires significant resources and talented personnel, who are right now in high demand. And, as for patience, the fruits of your labor are not going to happen overnight. This is where having organizational alignment and commitment behind the power of shopper is so vital.
**HILLSHIRE BRANDS**

- **Kathleen Perreault, Director, Shopper Marketing**
  Perreault, who has reinvented Hillshire’s shopper marketing department, is responsible for leading engagement with retail customers and brands. She has 20 years of industry experience including various positions with Kraft Foods prior to joining Hillshire Brands in December 2011.

- **Christopher Witte, Vice President, Customer Development**
  Responsible for leading and developing category leadership, shopper insights and shopper marketing functions, Witte was previously the vice president of customer development at Sara Lee Corp., Hillshire’s pre-spinoff parent company. He was also with PepsiCo for more than 11 years and has additionally held leadership roles at Gillette Co. and Dial Corp.

**HORMEL FOODS CORP.**

- **Bob Samples, Vice President of Marketing and Sales, Farmer John Foods**
  Samples leads the Farmer John division in Southern California after having served as director of category planning and support at Hormel’s corporate offices in Minnesota, where he built the organization’s category management and shopper marketing programs. He has published white papers on center-store category management optimization and he co-chaired the development of category management certification standards for the CMA.

- **Mark Thompson, Director, Category Management and Professional Development**

- **Scott Weisenbeck, Marketing Director**
  Weisenbeck oversees marketing strategy and execution for the Hormel brand and is responsible for integrating and aligning marketing efforts for more than 15 branded products across multiple divisions within Hormel Foods.

**HYDE TOOLS**

- **Corey Talbot, Vice President, Marketing**

**JARDEN CORP.**

- **Lenna Conley, Senior Global Brand Development Manager**
  Conley handles brand development for Crock-Pot, Mr. Coffee, Sunbeam, Bionaire, Rival and Holmes.

**JBS USA**

- **Rick Parker, Director of Marketing, Pork**

- **David Quinn, Director of Corporate Marketing, Chicken**

**JOHNSON & JOHNSON SALES & LOGISTICS CO.**

- **Heather Campain, Director of Shopper Marketing and Category Insights**
  Campain leads a team of category and shopper experts across a broad portfolio of brands and numerous categories partnering with Target to deepen each brand’s connection to Target’s evolving shopper. She has previously led teams at Mars Chocolate, Nissan North America and Nielsen.

- **Jennifer Ferrazza, Senior Manager, Shopper Marketing, U.S. Beauty**
  Ferrazza leads research to uncover shopper insights to inform business strategies and J&J’s retail vision for growth across the U.S. skincare team, informing the development of differentiated solutions and merchandising principles to influence shoppers across the path to purchase.

**JOHNSONVILLE SAUSAGE**

- **Stephanie Plehn, Shopper Marketing Manager**

**KAO USA INC.**

- **Jackie Bishop, Director of Sales**

**KELLOGG CO.**

- **Aaron Elleman, Director, Shopper Marketing, Walmart**

- **Stephanie Heath, Shopper Marketing Manager**
  Heath left Del Monte Foods to join Kellogg in January 2014.
Stacey Ring-Sanders, Vice President, Category Management
Ring-Sanders has worked in the consumer packaged goods industry for more than 20 years in various roles in sales, customer marketing and category management. Prior to joining Kellogg, she held positions with Quaker Oats and the Campbell Soup Co.

Paul Weitzel, Senior Manager, Shopper Marketing
Weitzel is an Effie and Telly award-winning marketer who drives results through innovative marketing and sales techniques.

Jill Wienkes, Senior Manager, Shopper Marketing Center of Excellence
Wienkes, Pull-Ups, Goodnites, Kotex, Depend.

KIMBERLY-CLARK

Anne Jenkins, Director of Shopper Marketing
Jenkins leads a team of field shopper marketers in the drug and dollar channels and oversees K-C's center of excellence for shopper marketing.

Anne Jones, Vice President, Shopper Marketing and Business Development
Jones leads Kimberly-Clark's shopper marketing, category management, shopper insights, e-commerce, virtual reality and sales capability functions. She joined the company in 1987 and has held various positions in sales, integrated marketing planning and brand management where she has worked on brands such as Kleenex, Huggies, Pull-Ups, Goodnites, Kotex, Depend and Poise.

Jill Wienkes, Senior Manager, Shopper Marketing Center of Excellence

KIND HEALTHY SNACKS

Jon Israelite, Vice President, Business Development and Category Management

KOHL'S DEPARTMENT STORES

Chris McGown, Senior Manager, Category and Brand Marketing
McGown, who led Campbell's shopper marketing at Walmart and Sam's Club since 2010, moved to Kohl's earlier this year to lead brand-specific and category-driving events across the home and women's departments.

KRAFT FOODS GROUP INC.

Gina Allgaier, Marketing Director, Kraft Walmart Team
Having been in shopper marketing on Walmart since 2009, Allgaier partners shopper insights and data with cutting-edge technology to get results. By leveraging digital, social and mobile technology with earned engagement tools and inspirational in-store POS, she has been successful with multiple platforms such as Walmart's annual s'mores campaign and the recent "Great American Cheeseburger" program.

Susan Carey-Coyle, Director, Shopper Marketing, Growth Channels
Carey-Coyle oversees all shopper marketing strategic planning and development for the dollar, club, drug and c-store channels as well as Amazon.com. She has more than 10 years of experience with top national and regional grocery chains as well as corporate scale portfolio program development and sales activation.

Joan Francolini, Senior Director, Shopper Marketing

KROGER CO., THE

Jeff Talbot, Corporate Vice President, Customer Loyalty Marketing, Relationships and Insights

LEBANON-SEABOARD CORP.

Deb Balcerzak-Wilson, Director, Brand Management

LEGO SYSTEMS INC.

Skip Kodak, Senior Vice President, Shopper Marketing and Channel Development

Karsten Kristensen, Senior Manager, Shopper Communication

Justin Tripp, Vice President, Retail Development and Shopper Marketing

LG ELECTRONICS

David VanderWaal, Senior Director of Marketing
VanderWaal was recently appointed to lead LG Electronics USA's brand marketing activities for the home entertainment and home appliance product categories, overseeing all advertising, research, sponsorships, promotions, shopper and digital marketing initiatives for LG consumer electronics and appliances in the United States. He has more than 25 years of marketing experience including shaping strategies for major consumer brands such as Sprint and Hallmark.

LOGITECH

Jonathan Eric Johnson, Director of Trade Marketing, Americas Region
Under Johnson’s leadership, Logitech has pioneered programs in both e-tail and retail marketing in the consumer electronics space. His shopping studies have revealed how people shop for computer accessories in-store and online, resulting in new approaches to merchandising in physical retail like Best Buy as well as online sites such as Amazon.com.

MARS CHOCOLATE

Susan Barkalow, Shopper Marketing Team Leader
Barkalow moved into her current role in January 2014 after two years as the M&M’s brand manager.

Melissa Lozuke, Shopper Marketing Manager

Tina Mehta, Shopper Marketing Manager

Natalie Sellfors, Shopper Marketing Manager
**MILLERCOORS**

**Royce Wills, Director, Customer Marketing**

Royce Wills has worked for two of the world’s largest beverage companies in Coca-Cola and MillerCoors. He’s led numerous efforts in multicultural marketing and on-premise channel marketing, he’s managed a highly successful business unit, and his most recent role puts him in charge of customer marketing and shopper marketing. One of the first things he did upon entering his current position in August 2013 was to attend the Path to Purchase Institute’s Shopper Marketing Conference & Expo. “The Expo and the workshops were a great grounding experience,” he says. “It helped me calibrate our deliverables to what the current trends in shopper behaviors were, as well as to the expectations from our retailers.”

Wills and his team are focused on creating strategies for customer marketing. They deliver shopper insight-driven solutions for MillerCoors and its retailer partners to mutually grow the beer category. With his feet more firmly planted now after a year on the job, Wills recently spoke with Shopper Marketing about his role and the discipline as a whole.

**What is the biggest obstacle the shopper marketing discipline encounters today?**

**WILLS:** Retail customers are in different places and at different levels relative to shopper marketing. Our opportunity is to work closely with those still developing that muscle, sharing insights into segmentation, occasions and missions for beer shoppers relative to their business and then building solutions that address real growth opportunities. This could range from pump-to-store traffic-driving strategies and in-store shopper conversion strategies to on-premise shopper experience enhancement strategies. The opportunity is to have the discipline to really sit down and look at the business from all angles – space planning, retail services, category management and shopper behavioral insights and trends, then align on growth opportunities and collaborate on building solutions that make an impact.

**“Shoppers are adjusting, retailers are adjusting, and we are adjusting. It requires great communication and alignment and also a great willingness and flexibility to test ideas.”**

**Are there any major shopper marketing obstacles unique to the brewing industry?**

**WILLS:** There are numerous nuances that exist within the adult beverage category. These nuances require a different set of lenses when sitting with our customers discussing growth strategies and collaborating on ideas to grow the business. Some of our customers’ initiatives are prohibitive to the adult beverage business, so we have to work with them on alternative ways to participate or bring alternate solutions that can be applied to the beer category.

**What recent examples of your team’s work stand out the most?**

**WILLS:** Some recent examples are with our Guy Fieri program with our grocery customers. With a tool built by our channel solutions and brand teams, we’ve been able to customize solutions for various customers depending on their particular growth strategy. Whether it’s a tie-in to their digital online recipe program, food and beer pairing or occasion-based opportunities with summer grilling, this has been one of the most significant best-in-class examples of our current work.

In c-store, we’ve leveraged digital solutions to help drive pump-to-store conversion as well as trade up to new items in the beer category. Our single can solution for the c-store channel is a great example of leveraging shopper insights around beer “singles” shoppers. We developed a new rack system that can be used warm, near singles bins or in beer caves to merchandise new items and improve the shopping experience.

**What is shopper marketing’s most significant challenge going forward, and how is your team preparing for it?**

**WILLS:** Communicating, informing and providing value to shoppers consistently along the entire path to purchase in a fast-evolving digital world is a huge challenge. Shoppers are adjusting, retailers are adjusting, and we’re adjusting. That’s a lot, and it requires great communication and alignment and also a great willingness and flexibility to test ideas. The ability to get good ideas to market quickly is critical. Our team prepares for it by staying closely aligned to our brands, channel and digital solutions teams so we can move quickly when we align with our customers on growth opportunities.
**MEIJER INC.**

**Elishaa Summers, Shopper Marketing Manager**

Watkins is focused on working cross-functionally with key customers and internal stakeholders to align on overall business objectives that deliver the best solutions for shoppers. Through strategic collaborative planning, she consistently leverages insights to bring the voice of the customer to life within all touchpoints on the path to purchase.

**Allisha Watkins, Shopper Marketing Manager**

**MEAD JOHNSON NUTRITION**

**Elizabeth Barth, Associate Director, Customer Marketing**

**Shawn Mulroney, Director, Customer Development**

**MATTEL INC.**

**Steve Laballa, Vice President, Marketing**

**MCCORMICK & CO.**

**Jim Brennan, Director, Store Brands**

**Raj Nair, General Manager, Simply Asia Foods**

**MARS PETCARE**

**Patty Ahlert, Director of Shopper Insights, Category Management and Customer Insights**

**Dustin Lehner, National Team Lead for Shopper Marketing and Insights**

**See profile on page 9.**

**MATTELL INC.**

**Michael Ross, Vice President, Customer Marketing and Emerging Technology**

Ross leads customer marketing, loyalty, marketing analytics, payment solutions, marketing, digital/mobile marketing strategies and emerging technology for the Grand Rapids, Mich.-based supercenter chain. He and his team have played a key role integrating customer data along with technology to increase the level of sophistication within the retailer’s marketing and customer loyalty efforts, including the launch of the company’s successful mPerks digital savings program and various smartphone applications.

**MEK CONSUMER CARE**

**Mary Fitzgerald, Senior Manager, Shopper Marketing**

Fitzgerald is an experienced “Rx-OTC switch” shopper marketer responsible for co-creation, activation and evaluation of insights-based shopper marketing initiatives for upper respiratory, foot health, sun care and GI.

**Susan Hayes, Director, Shopper Marketing and Insights**

Hayes has led the shopper marketing department for all of Merck’s consumer brands for the past four years.

**Richard Horris, Senior Shopper Marketing Manager**

Horris has 10-plus years of CPG healthcare marketing, category strategy and shopper marketing experience that spans the food, drug and mass channels. He’s now focused on developing shopper programs that drive results for all brands in the Merck Consumer portfolio and the retailers that sell those products.

**MIKE’S HARD LEMONADE CO.**

**Tracey Sivak, Senior Director, Shopper Marketing, Mark Anthony Brands**

Sivak owns a track record of success in customer-focused brand management and strategic shopper marketing initiatives. She has developed and executed impactful, integrated in-store marketing programs for large retailers across Canada and the U.S. and has specific expertise in collaborative retailer planning, promotions, packaging, innovation, category management, experiential marketing and merchandising.

**MILLERCOORS**

**Dan Hennessy, Vice President, Channel Marketing**

Hennessy is responsible for bringing fewer, bigger and better programs to retail partners. His mandate is to position the brand as the leader in the beverage industry, providing insights and solutions that will grow the beer category as well as MillerCoors’ business.

**Jeffrey Kruskall, Vice President of Business Development**

Kruskall spent 18 years on the retail sector before transitioning to manufacturing these past nine years. The business development group also includes the retail brand team that develops retail merchandising fixtures, signage and solutions as well as assortment planograms, enhancing the visual execution of all of the Meyer brands.

**MEYER CORP.**

**Ingrid Ellerbrock, Senior Director, Consumer and Shopper Marketing**

Ellerbrock leads a team tasked with developing the marketing strategy for Meyer’s portfolio of brands and activating with consumers and shoppers. She started her career in brand management and held positions of increasing responsibility with Johnson & Johnson and Del Monte Foods before joining Meyer in January 2013.

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**NESTLÉ PURINA**

**Ken Wilhelm,** Managing Director, Shopper Marketing

**NESTLÉ USA**

**Corey Klein,** Manager, Field Shopper Marketing

Klein has 12 years of CPG experience working for both the Nestlé Purina and Nestlé USA operating companies. He currently leads the development and execution of shopper marketing programs for the Nestlé Walmart Team supporting the shelf stable and chilled businesses. He previously managed corporate shopper marketing activation for the Nestlé Baking Division.

**Joe Radabaugh,** Division Vice President, Category and Shopper Excellence

Radabaugh has been with Nestlé USA for more than 20 years in various roles, is a Shopper Marketing Hall of Famer, and continues to be passionate about winning with shoppers.

**Jill Schermerhorn,** Team Leader, Shopper Marketing

**Jeff Skogen,** Nestlé Shopper Marketing, Target Corp.

Skogen leads all omnichannel shopper marketing strategy and direction for Nestlé brands focused on Target with innovative emphasis on digital and social.

**Linsey Walker,** Shopper Engagement Strategist

Walker helps drive effective shopper activation for Nestlé USA’s 30-plus brands. She is focused on education of path-to-purchase integration and the importance of digital, leading shopper marketer collaboration across divisions, identifying the best shopper engagement opportunities and driving the ability to better track and measure shopper marketing events.

**NESTLÉ WATERS**

**Don Davet,** Group Manager, Customer Development

**NOVARTIS CONSUMER HEALTH**

**Phil Asprelli,** Director, Shopper Marketing and Insights, Drug Channel

Asprelli has more than 20 years of Experience developing shopper and insights and sales management experience and is currently leading a shopper insights team focused on strategic business development in the drug channel. He joined Novartis in 2005.

**Cara Kahaly,** Director, Shopper Marketing and Insights, Food/Alternate Channel

Kahaly is a Unilever alum and now focuses on driving shopper connections and personalization efforts for the food/alternate channel at Novartis. She has more than 15 years of experience developing shopper and integrated marketing strategies across grocery, mass and drug channels.

**Greg Parker,** Director, Shopper Marketing and Insights, Mass/Club/Dollar Channels

Parker leads the shopper marketing and insights discipline across multiple channels. With more than 20 years of experience in the CPG industry, his current focus is on driving category growth and maximizing brand equity.

**Michael Reinhardt,** Vice President, Customer Strategy

Reinhardt leads the U.S. shopper marketing discipline and the global shopper marketing practice for Novartis OTC brands as part of his overall trade marketing responsibilities. He has 27 years of sales and marketing experience in the CPG industry.

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**MOM BRANDS**

**Mark Arrington,** Director of Sales Support and Customer Development

**MONDELEZ INTERNATIONAL**

**Steve McGowan,** Director of Shopper Marketing

**Peri Mendelson,** Associate Director, Shopper Marketing

Mendelson is currently responsible for leading the strategic direction for shopper marketing at Mondelez. Her areas of expertise include shopper marketing, shopper insights, category management and customer collaboration.

**Michael Tilley,** Associate Director, Shopper Marketing and Strategic Partnerships

Tilley oversees shopper marketing and strategic partnerships, linking customer strategies and shopper insights with brand strategies and consumer insights. The global snacks company includes Oreo, Chips Ahoy, Ritz and other worldwide brands. His marketing experience spans 25 years at PepsiCo, Nabisco, Kraft and Mondelez.

**Kim Yansen,** Director, Field Shopper Marketing

**NBC UNIVERSAL STUDIOS**

**Elizabeth Bishop,** Vice President, Creative Services

**NESTLE NUTRITION**

**Melissa DeNapoli,** Manager, Shopper Marketing

**Glenn Deutsch,** Director, Shopper Solutions

**Royce Wills,** Director, Customer Marketing

**Skogen leads all omnichannel shopper marketing strategy and direction for Nestlé brands focused on Target with innovative emphasis on digital and social.**
Steve McGowan’s knowledge of brand marketing, sales planning and field sales serve him well in his current role as director of shopper marketing. “At the heart,” he says, “shopper marketing is about bringing brand equities to life in-store while marrying the brand strategy with the specific retailer strategy to solve a shopper need. My various experiences allow me to think about shopper marketing from the various angles to try and solve this shopper need.”

McGowan’s two-decade career began with a boutique consulting firm working as a trade promotional consultant for a number of CPG companies. He joined Weight Watchers Gourmet Food Co. (a division of H.J. Heinz Co.) as assistant brand manager. He then made the move to Cadbury Schweppes, where he served in the cross-functional role of director of category development and planning.

When Cadbury became part of Kraft Foods, he served as director of shopper marketing for small-format stores for all of Kraft’s divisions. When Mondelez International and Kraft split, McGowan became director of customer development and strategy at Mondelez for the Target team. He was named the company’s director of shopper marketing in January 2014.

Today, he is responsible for running Mondelez’s shopper marketing function within the United States, leading three teams: HQ, sales operations and field shopper marketing managers. McGowan recently spoke with Shopper Marketing about organizational challenges, big data and more.

“\textbf{The brands and retailers that will win in the future are the ones that partner to sift through all the data to find the core of an insight or shopper behavior that is meaningful and can be impacted to drive conversion.}\”

**How does shopper marketing fit into the Mondelez organization?**

**MCGOWAN:** Shopper marketing falls into the customer business development (CBD) group that reports centrally into sales. The CBD group is comprised of shopper marketing, shopper insights, shopper merchandising solutions and customer investment and planning.

**What are the biggest obstacles facing your team and the shopper marketing discipline as a whole?**

**MCGOWAN:** How do we make our resources and programming more efficient and effective in a resource-constrained world? This ties back to the ability to effectively evaluate a program’s ROI and ROMO (return on marketing objectives). There are standard and generally accepted ways to measure marketing spending and trade spending, but since many shopper marketing programs sit on top of broader marketing and trade events, it can be difficult to measure the true effectiveness and return on shopper marketing spending.

**What recent examples of your team’s work stand out the most?**

**MCGOWAN:** The organization sponsors U.S. Soccer, and this summer we activated behind U.S. men’s soccer. Our team did some terrific programming across the country in conjunction with our retail partners. We created customized programming around our soccer sponsorship at each of our respective retail partners.

**What is the biggest challenge for brands and retailers striving to capitalize on the “big data” movement?**

**MCGOWAN:** The biggest challenge that we see is how overwhelming all the information can be. The brands and retailers that will win in the future are the ones that partner to sift through all the data to find the core of an insight or shopper behavior that is meaningful and can be impacted to drive conversion.

**What is the biggest advantage data can provide for shopper marketers?**

**MCGOWAN:** I would say it is not just data, but rather insights borne out of the data that have the greatest ability to impact the shopper marketing programs that we develop with our retail partners. At Mondelez International, when we are thinking about shopper marketing, we like to focus on four core aspects of great programming: 1) an insight; 2) customer strategy; 3) shopper obstacle/challenge; 4) great execution. Aligning these four things will ensure that you have an impactful and successful program.
ORGANIC VALLEY

- Kelly Gibson, Director, Relationship Marketing
  Gibson and her team are charged with connecting consumers with the brand through integrated campaigns with in-and out-of-store elements, experiential marketing and mobile tours, and field marketing.

- Lewis Goldstein, Vice President of Brand Marketing
  A seasoned marketing communications professional in the consumer packaged goods sector, Goldstein has held marketing roles at Dr Pepper Snapple Group and The Boston Beer Co. He now oversees a team of nearly 60 marketing professionals for the cooperative of more than 1,800 organic farmers.

PEPSICO

- Jannelle D. Anderson, Vice President, Shopper Marketing, Frito-Lay
  Anderson has had a highly successful career at Frito-Lay, working for more than 10 years in a variety of roles that range from the Lay’s brand to innovation to portfolio marketing such as her most recent work on national consumer promotions, digital and sports marketing.

- Jackie Clifton, Director, Shopper Marketing, Quaker Foods and Snacks
  Clifton, a 15-year CPG marketing veteran, leads the shopper marketing efforts for the grocery and small-format channels in the Quaker Foods and Snacks division of PepsiCo.

- Ana Fernandez, Senior Director, Shopper Marketing and Insights, Quaker Foods
  Fernandez has more than 15 years of experience in marketing, specializing in shopper marketing, strategy, insights and promotions.

- William Langford, Senior Director, Shopper Marketing, Pepsi

- Katie Schiavone, Director, Shopper Marketing, Quaker Foods and Snacks
  Schiavone joined Quaker Foods and Snacks in 2012 and leads the division’s shopper efforts at Walmart. Once a vice president of client services at Saatchi & Saatchi X, she led award-winning programs for clients such as Quaker, Frito-Lay, Procter & Gamble, Mead Johnson and Nestlé.

- Jeff Swearingen, Senior Vice President, Portfolio Marketing and Analytics

- Esperanza Teasdale, Senior Director, Shopper Marketing, Pepsi

PERNOD RICARD USA

- Scot Henderson, Director of Customer Solutions
  Henderson held prior positions at PepsiCo and Dean Foods, where he pioneered industry-leading analytics and led customer sales teams. Today he leads Pernod Ricard’s growth, thought-leadership and strategic planning across on-and off-premise chain customers for the adult beverage portfolio.

- Tim Murphy, Vice President, Marketing, Absolut Vodka

- Karen Quach, Division Marketing Director

Pinnacle Foods

- Dorothy Engelhardt, Senior Shopper Marketing Manager
  Engelhardt’s CPG marketing experience ranges from food products, household cleaning products, personal care products and OTC products, with direct interface among top retailers such as Walmart, Kroger, Publix and Safeway. She currently manages all brands within the Pinnacle Portfolio as well as all accounts.

PRICE CHOPPER SUPERMARKETS

- Meagan Handford, Brand Marketing Manager

- Heidi Reale, Director of Shopper and Digital Marketing
  In her present role for the past year and a half, Reale directs all shopper and digital marketing as well as oversight for the overall Price Chopper brand. Her teams collaborate with CPG partners in the development of joint shopper marketing strategies and programs that will support the brand and ultimately drive sales.

- Maritza Santos, Senior Shopper Marketing Coordinator

PROCTER & GAMBLE

- Carrie Birth, Customer Team Marketing Manager
  Birth has had the unique opportunity to work on the Target team in Minneapolis in consumer research; the Kroger team in Cincinnati as digital innovation manager; the CVS team in Providence, R.I., as its shopper marketer; and now as brand manager for the West Team. She has been with P&G for 10 years, spending her time in baby care before moving to the retail side.

- Michael Kirtman, Customer Team Marketing Manager
  Kirtman has had the opportunity to design and implement global and regional shopper marketing strategies while working on Olay. In his current role on the Kroger team, he has spearheaded breakthrough trial-driving programs, created customized multicultural initiatives and designed go-to-market plans for billion-dollar brands.
PUBLIX SUPER MARKETS INC.

Tim Cox, Director of Creative Services
Cox leads the in-house creative team on brand expression, whose work includes print, digital and broadcast communications, brand identity and retail environments.

RECKITT BENCKISER

Cheryl Policastro, Shopper Marketing Team Leader
Policastro has 20-plus years of multifunctional experience including brand management, sales, shopper insights and shopper marketing. She currently leads a team focused on developing insight-driven strategies and implementing plans that influence shoppers throughout the path to purchase. Prior to joining Reckitt Benckiser, she held roles at Novartis, Lancome, Liz Claiborne and Philips Lighting.

Raley’s Supermarkets

Tom Hutchison, Director of Marketing, CRM and Analytics
Hutchison leads the customer experience, personalized marketing, analytics and research efforts at Raley’s Family of Fine Stores.

Safeway Inc.

Chris Almeida, Vice President, Shopper Marketing, Core Business and Loyalty
Almeida is responsible for the application of shopper knowledge to Safeway’s business to design more effective and efficient shopper-relevant marketing solutions. He has responsibility for shopper marketing in Safeway’s core business as well as pharmacy, fuel, gift card and loyalty. He is also responsible for developing joint marketing opportunities with Safeway’s CPG partners.

Debra Fifles, Vice President, Consumer and Shopper Insights
With Safeway since 2006, Fifles has also held marketing leadership roles at Clorox, Quaker Oats and Del Monte Foods.

Dimitri Haloulos, Group Vice President, Shopper Marketing
Haloulos is responsible for strategic planning, corporate sponsorships, core business and loyalty marketing, regional marketing and store concept development. He also has P&L responsibility for Safeway’s gift card/prepaid/telecom business.

Michael Minasi, President of Marketing
Minasi oversees the company’s brand marketing, advertising, digital marketing, consumer insight and shopper marketing functions. He also has general management responsibility for Safeway’s e-commerce and consumer brands organizations.

SAFEWAY INC.

Joanne Santos, Director, Customer Marketing

SAMSUNG ELECTRONICS

Todd Boerema, Vice President, General Manager
Boerema, who left Newell Rubbermaid for his current position in April 2014, is a proven marketing executive with 23 years of experience driving profitable revenue growth for leading brands such as Johnson & Johnson and Procter & Gamble.

Andrea Lorenzo, Director, Channel Marketing
Lorenzo leads channel marketing and strategy efforts, working with product marketing, communications and sales to create and execute holistic plans to enhance Samsung’s presence in retail and online channels.

SC JOHNSON

Amy Dragland, Director, Shopper Marketing
Dragland, a seasoned shopper marketing professional with more than 15 years of experience in the consumer packaged goods industry in sales, brand and promotional marketing, oversees the U.S. shopper marketing function.

Jay Lefforge, Director of Shopper Marketing, Walmart and Club
Lefforge is a 10-year veteran shopper marketer, having held shopper management roles at P&G and GlaxoSmithKline before joining SCJ in 2009. He is responsible for planning, executing and managing insight-based programming for Walmart and the club channels.

Brigitte Shreiner, Senior Shopping Marketing Manager

Kristin Zierau, Vice President, Shopper Marketing, Strategic Planning and Corporate Sponsorships
Zierau is responsible for the promotional strategy development, integration, planning and execution of the organization’s marketing including all corporate sponsorships such as NASCAR, the NFL and NCAA.
TIME INC. RETAIL
Jennifer Marchant, Vice President, Customer Marketing

With an MBA in marketing and management from New York University, Jennifer Marchant is a classically trained marketer. She spent much of her early career at Kraft Foods working on various Nabisco and Post brands. Later, in early 2012, she accepted the challenge of helping Time Inc. transform its magazine retail business and think more like a traditional CPG category.

“I saw an opportunity to transfer my skills to a business going through a significant transformation,” she says. “My experiences helped me start up shopper marketing as a discipline [at Time Inc.], where we pool dollars across the portfolio to build relevant programs for our top magazine retailers.”

Marchant, who leads the customer and shopper marketing efforts for her organization’s portfolio of content brands, recently sat down to answer some questions for Shopper Marketing.

How does shopper marketing fit into the Time Inc. organization?
MARCHANT: It’s been a valuable strategy to stem the declines we’ve seen in recent years since we can leverage shopper insights to activate sales among our most valuable magazine shoppers. If we invest to reach the magazine shopper prior to approaching the checkout, and engage the shopper to remind her of the unique benefits and utility of print magazines, we can activate sales more frequently.

What role does data play in the development of your shopper marketing programs?
MARCHANT: The magazine category has a low household penetration, given that many consumers choose to subscribe direct vs. buying single copies at retail. We tend to perform poorly in mass-reach retailer programs that don’t appeal to a majority of their shoppers. Big data allows us to be more targeted with our shopper programs, ensuring we reach the right people at the right time with the right messaging.

“If we invest to reach the magazine shopper prior to approaching the checkout, and engage the shopper to remind her of the unique benefits and utility of print magazines, we can activate sales more frequently.”

Please give a recent example of a successful Time Inc. shopper marketing program.
MARCHANT: Last fall, we executed a tailgating-themed program at Kroger, launching a thematic intended to help shoppers see Kroger as their celebration headquarters. Through consumer research and collaborating with the customer, we learned that while Kroger felt it had the right to win in food, it was leaking out key categories to other retailers.

The program provided Kroger shoppers with tailgating-themed party tips and recipes through digital ads on Kroger.com, in-store displays, digital coupons and free booklets available both in-store and online. We featured four Time Inc. brands and a promotional partner, Frank’s Red Hot Sauce. The promotion drove increased magazine sales and has enabled us to engage in ongoing strategic discussions with Kroger about the long-term vision for the magazine category.

What is the most rewarding aspect of your work?
MARCHANT: Working with our customer teams and brand teams to develop shopper programs that allow both the retailer and the brands to win with their most valuable shoppers. Given this is a new investment for Time Inc., it’s been great to have the support of senior management who recognize the need to not only invest to build brand equity but also invest to engage and activate our shoppers.

How about the most challenging aspect?
MARCHANT: The pressure to prove short-term ROI is significant, which tends to hold us back from trying new tactics until we prove them out in the marketplace.

How can brands and retailers foster the wider adoption of shopper marketing?
MARCHANT: Open communication is critical between our field sales team and our brand marketers to reach a mutual understanding on the role of shopper marketing. It’s crucial for brand marketers to accept that shopper marketing not only helps deliver incremental sales and profit, but it also strengthens the strategic relationship between us and the retailer. We’ve been able to get a seat at the table for discussions we hadn’t been previously invited to, and in some instances we’ve been able to shift funds out of non-working budgets into funding shopper programs.
SCHNUCK MARKETS INC.
- Larry Maggio, Director, Marketing Services

STARBUCKS COFFEE CO.
- Rachel Chambers, Director, Shopper Marketing and Shopper Insights
  Chambers leads the shopper marketing capability that includes partnerships and overall category reinvention strategy. She helped establish the shopper marketing practice when she joined Starbucks in 2010 and has also led the packaged coffee business in CPG channels.

SUNKIST GROWERS
- Julie DeWolf, Director of Retail Marketing
  DeWolf is responsible for developing and executing all North American retail marketing strategies within the supermarket, club and mass merchandiser channels. Additionally, she recently started co-managing the company’s social media efforts in an attempt to help tie them more closely to retail initiatives.

SUN PRODUCTS CORP.
- Jennifer Adams, Director, Shopper Activation
  With more than 15 years of experience in the shopper marketing space, Adams currently heads up both shopper and merchandising.

- Suzanne Caster, Shopper Marketing Manager, Walmart and Sam’s Club
  Caster has more than 12 years of experience in retail and shopper marketing and currently manages the Walmart and Sam’s Club shopper marketing business.

- Kristi Verkovod, Shopper Marketing Manager, Grocery

TARGET CORP.
- Sarah Amundsen, Director, Store Planning and Design
- Michael Ashling, Director, In-Store Marketing
- Joseph M. Perdew, Vice President, Store Planning and Design
  Perdew is responsible for store layouts and displays that support merchant and store operations strategies.

- David Sommer, Senior Director, Guest Engagement, Store Operations
  Sommer has been with Target for 15 years in a variety of roles including stores, merchandise presentation and now store operations. He is passionate about the guest experience and is proud of what his team delivers for that guest every day.

TIME INC. RETAIL
- Jennifer Marchant, Vice President, Customer Marketing

TYSON FOODS
- T. Gill FuQua, Brand Manager
  FuQua recently celebrated six years with Tyson, where he works on the deli supermarket and convenience team. His responsibilities include customer development, trade marketing, B2B media, category management and shopper strategies for key U.S. supermarkets and brokers.

UNILEVER
- Carla Malin, Shopper Marketing Director, Supermarkets
  Malin manages the shopper marketing across Unilever’s biggest and most complex business, overseeing a team of seven people and 40-plus agency partners.

- Kathy O’Brien, Vice President, Marketing to Shoppers
  O’Brien’s focus is on the new path to purchase, planning programs around pre-store, in-store and post-store.

- Gillian Pinchin, Director, Brand Development, Skin Cleansing

UNITED SUPERMARKETS
- Monica Schierbaum, Director of Marketing

WAKEFERN
- Cheryl Williams, Vice President, Marketing

WALGREEN CO.
- Chrystal Fouchard, Retail Marketing Director

- Alex Gourlay, President of Customer Experience and Daily Living
  Gourlay joined Walgreens in October 2013, leading an enhanced Walgreens daily living business operation overseeing customer experience, U.S. merchandising, marketing, customer insights, daily living products and promotions. Previously, he was chief executive of the health and beauty division of Alliance Boots.

- Mindy Heintskill, Senior Director, Loyalty and Vendor Collaboration
  Heintskill joined Walgreens in 2011 and is responsible for the strategy, execution and evolution of Balance Rewards, as well as insights sharing and direct marketing with Walgreens’ vendors. She has more than 15 years of experience working with retailers and CPGs to leverage customer data for insights and activation.

- Marty Hogan, Divisional Vice President, Marketing

- Amy Wagner, Director, Retail Marketing
Walmart Stores Inc.

- Clint McClain, Senior Director of Marketing
  McClain, who joined the Walmart team as director of brand strategy in 2006, is currently tasked with defining and creating the retailer's content strategy and establishing the systems that make it come to life.

- Andy Murray, Senior Vice President, Creative

Wegmans Food Markets

- Tom DiNardo, Vice President, Sales, Marketing, Pricing

Western Union

- Laston Charriez, Senior Vice President of Marketing, Americas
  Charriez leads all marketing activities in the Americas and also has profit and loss responsibility in the U.S. Prior to joining Western Union in 2011, he was the vice president of insights and innovation at Sara Lee and worked at Procter & Gamble for more than 20 years.

- Teresa Chipps, Vice President, Retail Marketing
  Chipps’ team is responsible for all marketing materials at more than 50,000 U.S. locations, marketing to Western Union agents and differentiating the path to purchase for agents as they serve underbanked consumers.

WhiteWave Foods

- Jim Blumberg, Director, Integrated Marketing
  Blumberg is responsible for the development and execution of consumer promotion programs.

William Wrigley Jr. Co.

- Matt Herrmann, Associate Brand Manager, Shopper Marketing
  Herrmann is responsible for leading shopper marketing at CVS and Walgreens. Prior to joining Wrigley, he worked in various marketing and sales roles at General Electric and Dyson.

- Lena Lewis, Manager, Shopper Marketing
  Lewis is an accomplished integrated marketing and shopper marketing professional with experience in developing, communicating and executing national platforms and providing shopper solutions for key customers. She is currently responsible for building best-in-class shopper marketing programming at Target and Dollar General to meet core brand and customer objectives.

- Kelley Walczak, Senior Associate Brand Manager, Shopper Marketing, Walmart and Sam’s Club

World Kitchen

- Sarah Ebner, Senior Manager, Marketplace Execution
  With 13 years of CPG and housewares experience in shopper marketing and brand management with Unilever and World Kitchen, Ebner leads marketplace execution for the U.S. and Canada. She develops key strategies and manages tactical solutions to support new product launches, digital retail solutions, third-party partnerships, bridal registry and other multi-brand initiatives.

- Michelle Malkin, Vice President, Customer Development and Packaging

- Jim Shields, Director, Customer Marketing

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