More than 225 shopper marketing professionals representing some of the world’s most beloved CPG brands and renowned retailers comprise this year’s list, our seventh annual report.
ALBERTSONS SAFEWAY: KAREN SALES, Vice President of Shopper Marketing

SPY GAMES

Where did you grow up?
Sitka, Alaska.

What were your favorite activities?
Friends, multiple school activities and working in our family’s pharmacy.

What did you want to be when you grew up?
An international spy – I even received an offer out of college from the CIA.

What stands out most about your childhood?
I grew up playing with friends in the state parks and along the ocean.

How do you look back upon your high school experience?
Lifelong friends at a small school that allowed all of us to be very involved in everything.

Did you excel in any extracurricular activities?
There was that one time at band camp . . .

RENAISSANCE WOMAN

What was the most important thing you learned in college?
I ran out of money and had to finish early, so getting serious about life, saving and priorities.

What’s your favorite movie?
“The Princess Bride.”

What’s your dream travel destination?
Italy and France, where my relatives are from.

What about you might people be surprised to learn?
How much I love my job and my team.

Who are the three people in history you’d most like to meet?

What historical period interests you most and why?
The Renaissance, with all the dirty politics – but I would have wanted to be a royal.

“Karen has the unique ability to envision and execute complex, engaging shopper marketing campaigns that not only reach well-defined customer segments but connect those segments in a way that promotes brand and sales.”

Karl Meinhardt, vice president, social & digital marketing, Albertsons Co.
GETTING SERIOUS

What skills are you working to improve right now?
Thinking bigger and better – what can we do to keep growing and improving?

What’s your vision of grocery retail in the next 5-10 years?
Improved service, selection, delivery options and personalization.

And shopper marketing for grocery retailers in 5-10 years?
Becoming just “marketing.” Everything we communicate to the community and shoppers from a marketing standpoint should be considering the call to action of building engagement, loyalty and personalized relevancy.

How has shopper marketing moved forward in the past decade?
From pairing of offers to provide general value solutions, to a very specific process based on insights and targeted personalized offers along every point in the path to purchase.

How has it remained “stuck?”
Retailers need an accurate way to determine ROI that everyone can agree on.

What’s the true definition of shopper marketing?
Brand and category experiences that engage shoppers along the purchase journey and influence their buying behavior, with solutions that go beyond price.

What is shopper marketing’s greatest need today?
Retailers need to be committed to retail collaboration and actionable shopper insights to deliver breakthrough solutions that turn shoppers into buyers.

How is your team or organization working to make that a reality?
We aim to be transparent and collaborative with our vendor partners to build programs where the shopper wins.

What can the rest of the industry be doing to make it a reality?
Follow through on commitments and keep testing innovations.

7-ELEVEN INC.
- Rob Chumley, Senior Vice President, Innovation; President, 7-Ventures
Chumley leads store design, omnichannel commerce and new business development.

20TH CENTURY FOX HOME ENTERTAINMENT
- Hilarie 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 NUTRITION
- Jessica Krauser, Senior Manager, Shopper Marketing

ACH FOOD CO.
- Aaron Newhouse, National Shopper Marketing Manager

AHOLD USA
- Ken Kaufmann, Senior Director, Marketing Innovation
- Steven Post, CSM Director
Post integrates consumer insights and strategies into design and the deployment of customer marketing programs.

ALBERTSONS SAFEWAY
- Karen Sales, Vice President of Shopper Marketing
See profile at left.

ALCON
- Shawn Millerick, Head of Marketing, U.S. OTC
Millerick leads consumer, professional and shopper marketing, as well as market operations and marketing communications for Alcon’s U.S. OTC business.

ANHEUSER-BUSCH
- Jim Tietjens, Senior Director, Trade Marketing Partnerships
Tietjens has spent the past six 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.

BARILLA AMERICA
- Debbie Zefting, Director of Customer and Shopper Development, North America
Zefting runs the planning center of excellence for Barilla, which includes planning, shopper marketing, shopper insights and the manufacturer’s in-store fundamentals program. Prior to Barilla, she worked at Coca-Cola in a variety of roles in channel strategy and region marketing.
BAYER CONSUMER HEALTHCARE

- Mary Fitzgerald, Senior Manager, Customer & Shopper Activation, Walgreens Team
  Fitzgerald leads co-creation, activation and evaluation of insights-based shopper marketing initiatives for upper respiratory, digestive health, heart health, nutritionalos, foot health and sun care, acting as a liaison to brand marketing, sales and retailer teams. She is experienced in RX-to-OTC-switch shopper marketing programs such as Claritin and Miralax.

- Sue Hayes, Director of Customer & Shopper Engagement, Walgreens
  Hayes leads the shopper marketing, trade and category solutions teams across all of the Bayer Consumer Healthcare brands with Walgreens. Her prior roles were director of customer and shopper engagement, Walmart, at Bayer, and director of shopper marketing and insights for Merck Consumer Care.

- Richard Horris, Senior Brand Manager
  Horris has 10-plus years of CPG healthcare marketing, category strategy and shopper marketing experience that spans the food, drug and mass channels.

- Jeff Howren, Vice President, Customer & Shopper Development

BEAM SUNTORY

- Michelle Cater, Senior Director, Activation

BEIERSDORF INC.

- Laura Cammarota, Senior Shopper Marketing Manager

BIG HEART PET BRANDS

- Dave Knoepfle, Director of Shopper Marketing & Activation

See profile on page 6.

BROWN-FORMAN CORP.

- Julie Lynn York, Group Manager, Partnership Marketing
  York is an experienced professional who has assisted many companies in both marketing and promotion strategy development and execution over the past 25 years. Currently, she is responsible for managing and expanding Brown-Forman’s marketing alliances, most notably Coca-Cola and Boston Beer Co., as well as cultivating new strategically appropriate marketing programs and relationships that will benefit both the brand teams and the customer teams.

BUMBLE BEE FOODS

- David Melbourne, Senior Vice President, Consumer Marketing & Corporate Social Responsibility

BURT’S BEES

- Spencer Blaker, Global Director of 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 sales, marketing and creative teams with its retail partners.

BUTTERBALL

- Kyle Lock, Senior Director, Retail Marketing
  A 22-year marketing veteran for companies including Tyson, Hillshire Farm and Butterball, Lock is responsible for defining and growing powerful brands, leading strategic planning and founding departments around initiatives such as innovation and insights.

CAMPBELL SOUP CO./PEPPERIDGE FARM

- Christian M. Ardito, Senior Marketing Manager, Soup & Broth
  Ardito joined Campbell in 2014 as senior group manager, leading the shopper marketing team for the grocery channel. In his new role on the soup and broth marketing activation team, he is responsible for ensuring that the shopper marketing discipline is fully integrated in the marketing planning process for Campbell’s largest category.

- Megan Hennigan, Marketing Manager, Beverages, National Platforms
  Hennigan leads strategy and development of multi-brand national platforms, loyalty programs and shopper-focused solutions for the V8 brand portfolio. Prior to Campbell, she served in a similar role at Heinz North America.

- Philip McGee, Director, Consumer and Customer Insights
  McGee leads the strategic consumer insights discipline for Campbell’s beverage category, and the shopper and retail insights team for the Americas division.

- Lauren Tonkin, Marketing Manager, Meals & Sauces
  Tonkin leads strategy, development and activation of Campbell’s omnichannel marketing solutions at Target, Dollar General, Amazon, Walgreens and CVS. Previously, she led consumer promotions for multiple brands and managed corporate partnerships with the Philadelphia Eagles.

- Joseph Vizcarra, Marketing Manager, Soup & Broth
  Vizcarra is responsible for the shopper marketing strategy development and execution at Walmart & Sam’s Club. He brings more than 18 years of experience in reaching shoppers, having worked on multiple CPG brands on both the agency and client sides.
**Amanda Whittaker**, Senior Shopper Marketing Manager, Walmart Stores, U.S.
A 13-year industry leader in the development of insight-led shopper strategies that lead to best-in-class activation plans, Whittaker is focused on actions that drive sales and brand love for Coca-Cola brands at Walmart.

**Barry Roberts**, Director of Retail Shopper Solutions and E-Commerce
Roberts established shopper marketing for North America at Colgate-Palmolive, and now has direct responsibility for shopper marketing, category management and e-commerce.

**Brad Watt**, Worldwide Marketing Director

**Tammy Brumfield**, Vice President, Shopper Marketing & Retail Innovation
Brumfield, who leads a staff of 30 professionals across all U.S. channels and outlets, is accountable for setting the vision for shopper marketing to drive incremental topline and expand bottom line while building strong relationships with marketing, sales and ConAgra’s customers.

**Tom Lisi**, Director, Customer Marketing, Walmart

**Kelly McKeever**, Senior Director, Shopper Marketing
McKeever leads the team responsible for driving linkage between ConAgra’s brands and platforms with its retail partners. She also leads the retail innovation team that drives in-store activation through secondary display vehicles.
LAND OF LINCOLN

Where did you grow up?
In the suburbs of Chicago.

What were your biggest interests?
Chicago sports teams, food, art and architecture.

What colleges did you attend?
Miami (Ohio) University and The University of Chicago Booth School of Business.

What degrees did you earn?
B.S. in Accountancy (Miami) and an MBA Marketing & Finance (Booth).

What was the most important thing you learned in college?
The value of being prepared.

“Dave has advanced the role and effectiveness of shopper marketing at Big Heart Pet Brands through insights, creativity and results. He is a true partner whose passion for shopper marketing is relentless.”
Tina Manikas, President, FCB/RED

RUNNING MAN

What was your first job out of school?
I was an accountant for Ernst & Young in Chicago.

What was your favorite after-work activity back then?
Running along the lakefront.

And now?
Running the trails of San Francisco’s East Bay.

What are your favorite TV shows?
“House of Cards,” “American Ninja Warrior” and “Inside Amy Schumer.”

What’s your favorite movie?
“The Shawshank Redemption.” I’ve seen it a million times and I still tear up watching it.

What websites do you visit most often?
WSJ.com, ESPN.com, ChicagoTribune.com and SFGATE.com

What’s your favorite recreational activity?
Playing board games with my kids.

Who are the three people in history you’d most like to meet?
Winston Churchill, Thomas Jefferson and my dad’s father.

What historical period interests you most and why?
Paris or Havana in the 1950s – both places and points in time have been romanticized in books and movies.
CONSTELLATION BRANDS INC.

- **Kevin Enos**, Director, Trade Marketing, Beer Division
  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.

- **Tracy Frisbie**, Director of Marketing, Trade/Shopper/Strategic Relationships

- **Theresa Sandhu**, Director of Shopper Marketing

COTY INC.

- **Jessica Kalinger**, Senior Director, Category Management & Shopper Insights

CRAYOLA

- **Mimi Dixon**, Leader, Shopper Engagement & 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.

CVS HEALTH

- **Chris Almeida**, Senior Director, Shopper Marketing and Experience
  Almeida joined the retailer from Albertsons Safeway in March 2015, following a 12-year tenure in which he helped build Safeway’s shopper marketing practice.

DELL

- **Dan Seymour**, Director, North American Retail/Shopper Marketing

DEL MONTE FOODS INC.

- **Steve Aleksich**, Senior Manager, Partnerships and Channels
  Aleksich has been with Del Monte for four and a half years in various shopper marketing roles, currently leading all headquarters shopper marketing activity as well as serving as the lead for all partnership opportunities for the business.

**WHAT’S IN STORE?**

What is your preferred method of shopping?
Old-school brick-and-mortar.

What’s the true definition of shopper marketing?
Targeted marketing that leverages a shopper insight to change a shopper behavior.

What’s your prediction for beacon technology?
I predict Apple will unlock NFC – beyond Apple Pay – and that NFC will replace beacons as the main technology to communicate with shoppers’ mobile devices.

What’s your vision of retail in 5-10 years?
In-store experiences will be increasingly important as e-commerce becomes the preferred channel for consumer staples with predictable purchase cycles. Retailers will need something beyond price to encourage shoppers to come in for more than a simple fill-in trip.

And shopper marketing in 5-10 years?
Shopper marketing and digital marketing will merge to become omnichannel marketing responsible for engaging the shopper across the path to purchase.

How has the discipline moved forward in the last decade?
Marketers consider channel strategy and the consumer journey when building brand plans and have forged closer relationships with retailers, including them in their strategic decision-making.

How has it remained “stuck?”
The lack of progress on measurement is disappointing, especially in a day and age when we have access to tremendous amounts of data.

What is shopper’s greatest need today?
Better omnichannel marketing support from brick-and-mortar retailer marketing departments.

How is your team or organization working to make that a reality?
Executing test-and-learns with our top customers, but progress is slow. Meanwhile, Amazon rolls out a new feature every few weeks.
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.

Jennifer Reiner, Senior Director, Shopper Marketing & Category Management
More than half of Reiner’s 20-plus years in CPG/retail have been focused in shopper marketing. Currently, she leads the shopper marketing and category management teams at Del Monte.

Calvin Burwell, Director, Consumer Planning

Catherine Moffatt, Vice President, Global Shopper Planning & Customer Marketing Center of Excellence

Sara Sabin, Director, Shopper Marketing

CarrieAnn Arias, Vice President, Marketing
Arias’ role is to ensure the shopper is the cornerstone of all shopper marketing, brand marketing, social media and packaging efforts within the organization.

Kellee Miller, Director, Shopper Marketing
Miller leads a dedicated shopper marketing team to partner with retailers and their shoppers with a key focus on loyalty, retention and education.

Chuck Sweeney, Director of Category Development
Sweeney’s focus is now on innovative merchandising in the berry category with Driscoll’s key retailers. Foundational to any of the programs he develops is consumer and shopper data. This merging of shopper data and merchandising gives a sharp edge to the strategy of any point-of-purchase program.

Scott Barcenilla, Director, Shopper Marketing

Sheila Bonner, Vice President, Shopper Marketing

Richard Moulton, Director, Shopper Marketing, Walmart, West Grocery & C-Stores

Robert Ruijsenaars, Senior Director of Shopper Marketing
A 20-year E&J Gallo veteran, Ruijsenaars leads the company’s shopper marketing organization to help shoppers make the best choices in their wine and spirit selections.

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

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

Thu Bang, Senior Manager, Americas Shopper Activation

Mike Lampman, Vice President, Trade Marketing

Michelle McPherson, Team Leader, Global Brand Development and Visibility

Matthew Martin, Vice President, Marketing
Martin leads shopper marketing, digital and customer insights for Family Dollar.

Robert Weitzenhofer, National Account Category Development Manager
Weitzenhofer leads the development and activation of shopper insight solutions and strategic category platforms that drive category growth and profits in feminine hygiene, digestive health and baby categories for key customers in the food, drug, mass and dollar classes of trade.

Kimberly Mattingly, Shopper Marketing Manager
See profile on page 10.

Dan Wasser, Senior Director of Sales Operations
Wasser’s role includes overseeing category management, sales-planning and event-planning teams for a division of the Cutrale-Safra Group that acquired Chiquita in January 2015.
GENERAL MILLS INC.

- Melissa Kell, Integrated Shopper Marketing Manager
  Kell leads corporate event strategy across the entire enterprise and enables shopper marketing field teams through capabilities, solutions and insights. She develops national marketing plans to secure pre-trip consideration, build baskets and drive conversion in-store.

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

GEORGIA-PACIFIC

- Sam Atchison, Senior Manager, Channel Marketing and Customer Development
  Since joining Georgia-Pacific in 2014, Atchison has been leading the development and execution of retail-centric channel, customer and shopper marketing strategies.

- Taylor Bandzul, Product Marketing Manager
  Bandzul develops and executes the brand strategy for the Communication Papers division and leads channel marketing initiatives with GP’s commercial (B2B) customers.

- Laura Knebusch, Senior Director, Shopper Insights & Marketing
  Knebusch leads a broad team that includes shopper marketing, shopper insights, consumer promotions and sales execution to develop insight-based, integrated shopper marketing strategies and plans designed to influence shoppers along the path to purchase.

- Tamika McCoggle, Senior Manager, E-Commerce and Digital, GP Communication Papers
  Since joining Georgia-Pacific in 2010, McCoggle has been leading the development and execution of the commercial channel and customer marketing strategies and programs. She currently leads the development and execution of GP Communication Papers e-commerce and digital omnichannel, customer and shopper marketing strategies.

- Scott Postma, Director of Channel Marketing & Customer Development
  See profile on page 12.

- Kimber Shray, Director, Shopper Center of Excellence
  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.

- Denise Dolgos, Senior Marketing Manager, Fresh Foods

- Ashley Downey, Marketing Manager, Specialty Merchandising

- Adam Golomb, Director of Marketing
  Golomb leads customer marketing for Giant Eagle, responsible for marketing strategy, promotion execution and brand strategy for the chain’s more than 200 high-volume supermarkets.

- Dan Magrish, Senior Marketing Manager, Grocery

GLAXOSMITHKLINE CONSUMER HEALTHCARE

- Phil Asprelli, Director, Shopper Marketing & Insights
  Asprelli has more than 20 years of shopper marketing, insights and sales management experience.

- Michele Klingensmith, Shopper Marketing Manager, Consumer Marketing, Commercial North America
  Klingensmith was at the forefront of the new shopper marketing structure at GSK, creating the role of shopper marketing manager for the Target team in 2008. Currently, she drives innovative programs with Rite Aid including this year’s very successful Rx to OTC launch of Flonase.

HALLMARK CARDS

- Patrick Gahagan, Vice President, Category Management

HANESBRANDS INC.

- Cindy Johnson, Senior Manager, Shopper Marketing

- Anita Spencer, Senior Marketing Manager

HASBRO INC.

- Dave Henderson, Senior Vice President, U.S. Sales & 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 & Customer Strategic Marketing

See profile on page 16.
GAME, SET, MATCH

Where did you grow up?
Salisbury, North Carolina.

What were your favorite activities?
Tennis and softball.

What did you want to be when you grew up?
Anything in the medical field.

How do you look back upon your high school experience?
A crazy ride to never experience again.

Did you excel in any extracurricular activities?
I played No. 2 singles on the tennis team.

TRUE BLUE

In 1995, where did you see yourself in 20 years?
Working in a hospital caring for people.

Where do you see yourself in 20 more years?
Teaching others.

What’s your favorite movie?
“Pretty Woman” – going from nothing to having everything.

Who’s your favorite actor or actress?
Jennifer Aniston.

What’s your favorite kind of music?
Country.

What’s your favorite sports team?
University of Kentucky.

What are your favorite recreational activities?
Working out and whitewater rafting.

“Kimberly has quickly transformed our shopper marketing events to a place of delivering on our banner strategy. The energy she possesses to bring new ideas to life, enthusiasm in working with our CPG partners, integrity to delivering results, and creative vision, has greatly increased event engagement levels and has been well-received by our customers.”

— Neil Norman, customer loyalty manager, Food Lion

Photos by Michael LoBiondo
A REAL LIFE SAVER

What was your first job out of school? At Food Lion as an inventory clerk.
What’s your favorite news outlet? HLN.
What publications do you read regularly? People magazine.
What website do you visit most often? Google.
What about you might people be surprised to learn? I’m an EMT – I volunteer with the fire department.
Who are the three people in history you’d most like to meet? George Washington, John F. Kennedy and Alexander Graham Bell.
What historical period interests you most and why? The 1960s. I enjoy the history during this period involving the presidents and the war.
What are your primary skillsets? Problem-solving and organizing.
Besides your own, what retailer apps do you use regularly? eBay.
What shopping apps do you use regularly? RetailMeNot.
When did you first hear the term “shopper marketing?” Two years ago.
How has the discipline moved forward in that time? Businesses have started to see the impact of shopper marketing as shoppers further engage with their retail programs, resulting in increased customer loyalty.
What does the term mean to you? A best-in-class customer experience that rewards customers and builds unique relationships.
How do you feel the discipline could be improved? Keeping the customer at the forefront of thinking when creating promotions. They need solutions that impact them on each specific shopping trip.

HEB GROCERY CO.

- Sheri Best, Director, Shopper Marketing
  Best has been with the grocery chain for 20 years and has experience in retail leadership and category 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. In April of this year, Best launched H-E-B’s digital coupon platform that will give the retailer additional ways to speak to shoppers.

- Twyla Lusk, Director, H-E-B Strategy & Shopper Loyalty Development
  Lusk began the strategy and shopper loyalty team at H-E-B in 2006 and has led the team that’s created targeted shopper marketing. She has been with H-E-B for 17 years with experience in grocery and general merchandise procurement management.

HEINEKEN USA

- Dirk De Vos, Senior Vice President, Commercial Marketing
  As a member of the management team accountable for driving sales, profit and brand growth across Heineken’s U.S. portfolio of brands, customers, channels and regions through a commercial growth agenda, De Vos is leading the manufacturer’s transformation to a more commercially oriented marketing organization. He delivers against the team’s vision to become a commercial growth accelerator for Heineken and a preferred business partner of key customers and distributors.

- Jonathan Simpson, Director, Commercial Marketing, Portfolio

HENKEL NORTH AMERICA

- Wendy Warus, Vice President, Brand Management & Commercialization
  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.

HERSHEY CO.

- Michael DePanfilis, General Manager, Global E-Commerce and Shopper Marketing
  DePanfilis is currently responsible for Hershey’s global e-commerce business along with U.S. shopper marketing, consumer promotions and strategic partnerships. His shopper marketing focus is centered on bringing brand equity to life through retailers/etailers across all relevant shopper touchpoints.

- Jenni Pustinger, Senior Director, Shopper Marketing, Walmart/Sam’s Club

HEWLETT-PACKARD CO.

- Christy Tappy, Director of Customer Experience

- Brian Temple, Senior Manager, Shopper Marketing, Americas Consumer Marketing

HORMEL FOODS CORP.

- Mark Thompson, Director of Category Management and Professional Development
**POSITIVE ROLE MODELS**

**Where did you grow up?**
Columbus, Ohio

**What did you want to be when you grew up?**
I modeled myself after all of the dads – including mine – in the neighborhood.

**How do you look back upon your high school experience?**
Frustrating but defining. I went to an all-boys Catholic college prep school.

**Did you excel in any extracurricular activities?**
I was a four-year letterman in football and track.

**How motivated were you in the classroom?**
Our dean of students was a military veteran and provided plenty of incentive to be motivated in class.

**SLIGHT CHANCE OF RAIN**

**What was the most important thing you learned in college?**
How you absorb, analyze and provide solutions to any situation can and does drive success.

**Who’s your favorite author?**
Peter F. Drucker.

**What’s your favorite hobby?**
Building cornhole boards for bean-bag toss.

**What’s your dream travel destination?**
I want to visit my “homeland” of Friisland – north of Amsterdam – with my dad.

**What about you might people be surprised to learn?**
I’m a closet meteorologist and an avid photographer.

“Everything Scott does points to his passion to help our retailers improve the shopper experience – and how that can enable growth in our retail accounts. He is a sponge and absorbs all the information and data he gathers, using insights on the path to purchase to determine how our retailers can improve in-store and online.”

Doug Gresenz, vice president, sales, marketing and customer operations, Georgia-Pacific
**Scott Weisenbeck**, Director, Integrated Marketing
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 of Marketing & Product Development
Talbot has helped to inject new life into an historic brand through innovation, a fresh brand vision and sharp marketing.

**INTEL CORP.**

**Renee Novello**, Director of Shopper Marketing, Global Retail Marketing Manager

**JACK LINK’S**

**Jeff Kjome**, Shopper Marketing Director
Kjome leads efforts in driving profitable volume growth and building brand equity for Jack Link’s by partnering with key retailers across the grocery, mass, club, c-store and e-commerce channels.

**JBS USA**

**David Quinn**, Director of Customer and Trade Marketing

**J.M. SMUCKER CO.**

**Liz Mayer**, Senior Manager, Shopper Marketing
From leveraging insights that activate the shopper, to developing solutions that win the trip, Mayer leads a team of passionate marketers that turns shoppers into buyers.

**JOHNSON & JOHNSON**

**Heather Campain**, Director, Shopper Marketing, Shopper Insights, Category Management & Business Intelligence
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 Shopper Marketing Manager, Beauty
Ferrazza leads research to uncover shopper insights to inform business strategies and J&J’s retail vision for growth across the U.S. skin care team, informing the development of differentiated solutions and merchandising principles to influence shoppers across the path to purchase.

**Bob Goode**, Global Vice President, Club, Specialty & In-Store Strategy
For the past five years, Goode has run sales and in-store innovation for the Johnson & Johnson Consumer Group.

**Chris Holahan**, Director, Shopper and Category Insights
Holahan is an experienced shopper marketing and shopper insights professional with a proven history of creating value for manufacturers, retailers and consumers.

**USERS AND CHOOSERS**

What skills are you working to improve right now?
Communication, as well as being a better leader and working across divisions in untapped areas.

What is your preferred method of shopping?
I am a classically defined omnichannel shopper and shop everywhere I can to learn more about the overall experience.

When did you first hear the term “shopper marketing?”
I’ve spanned the entire generation of the evolution, probably as far back as 2002.

What’s the true definition?
Shopper is the core for every consideration in terms of how we market to the “user” of our products and work to integrate with consumer marketing for the “chooser” of our products. It spans strategic to tactical.

What’s a more common, limited perception of shopper marketing?
It’s not well understood by those not in the discipline unless you can prove value in the programs executed. It tends to get a bit more scrutiny in our category versus a capital expenditure that has clear value attached to it.

What is the discipline’s greatest need?
Resources.

How is your team or organization working to address that?
By reorganizing to match the needs of the marketplace and having clarity around what we can do versus what we’d like to do.

What can the rest of the industry be doing to help?
Provide insight into best practices that suppliers have executed so others can learn and apply.

What’s your vision of retail in the next 5-10 years?
Consolidation is one result of the change in shopper demands. It will likely continue and be driven primarily by the seamless shopping requirements of consumers.
### Danielle Jenkins, Senior Director, Global Customer Development
Jenkins currently leads a team in delivering growth through the integration of category management, shopper marketing and retail execution activations across the J&J portfolio.

### John King, Senior Director, Trade Strategy & Operations
King and his team leverage the Johnson & Johnson portfolio to create insight-based shopper solutions and then fully activate with retailer partners along the path to purchase.

### Deanna Maestas, Senior Director, Shopper Marketing and Category Solutions
Maestas leads the shopper marketing and category management teams for the drug channel at Johnson & Johnson, utilizing her more than 18 years of CPG experience in leveraging insights to create breakthrough activations. She and her team collaborate with retailers to build comprehensive health and wellness shopper solutions through a deep understanding of the drug channel shopper’s journey.

### Donna Padovano, Director, Health & Wellness and Retail Innovation
Padovano leads the health and wellness and retail innovation efforts across the drug channel. With 20-plus years of experience in delivering insights and retail activation through a deep understanding of the shopper in healthcare, she is now responsible for setting the drug channel strategy and vision for growth within health and wellness.

### KIND
- **Jon Israelite**, Vice President, Business Development & Category Management

### KOHL’S CORP.
- **Chris McGown**, Senior Manager, Category & Brand Marketing
  McGown leads brand-specific and category-driving events for the women’s division as well as Kohl’s storewide Active & Wellness marketing initiative.

### KRAFT HEINZ CO.
- **Susan Carey-Coyle**, Director of Shopper Marketing, Growth Channels
  Carey-Coyle has more than 15 years of experience in key shopper marketing headquarters and field roles. She is currently leading the shopper marketing strategy and activation for the Growth Channels team that includes dollar, club, drug, c-store and Amazon customers.

### KROGER CO.
- **Jeff Talbot**, Corporate Vice President, Customer Loyalty Marketing, Relationships and Insights

### LEBANON-SEABOARD CORP.
- **Deb Balcerzak-Wilson**, Director, Brand Management

### JOHNSONVILLE SAUSAGE
- **Stephanie Plehn**, Shopper Marketing Manager

### KELLOGG CO.
- **Aaron Elleman**, Senior Director, Shopper Marketing
- **Scott Hamric**, Vice President, Shopper Marketing/Customer Activation, Kellogg U.S.
  Hamric leads Kellogg’s shopper marketing discipline with a focus on meeting the needs of the manufacturer’s consumers, shoppers and customers throughout their purchase path. His team is responsible for creating insight-driven initiatives and solutions across all Kellogg brands in the U.S.
- **Stephanie Heath**, Shopper Marketing Manager
  Heath left the same position at Del Monte Foods to join Kellogg in January 2014.
- **Stacey Ring-Sanders**, Vice President, Category Management
  Ring-Sanders and her team assist retailers with category strategy execution across assortment, shelf, merchandising and price.
- **Paul Weitzel**, Senior Manager, Shopper Marketing
  Weitzel is an Effie and Telly award-winning marketer who drives results through innovative marketing and sales techniques.

### KEURIG GREEN MOUNTAIN
- **Amber Henley**, Customer Marketing Manager

### KIMBERLY-CLARK
- **Anne Jenkins**, Director, 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.
- **Jill Wienkes**, Senior Manager, Shopper Marketing

### KIND
- **Jackie Bishop**, Director of Sales

### KAOS
- **Jergens**

### KIMBERLY-CLARK
- **Anne Jenkins**, Director, Shopper Marketing

### KIMBERLY-CLARK
- **Huggies**
LEGO SYSTEMS INC.
- Skip Kodak, Senior Vice President, Shopper Marketing & Channel Development

LG ELECTRONICS
- David VanderWaal, Vice President, Marketing, Consumer Electronics & Home Appliances
  A 2015 Shopper Marketing Hall of Fame inductee, VanderWaal has more than 25 years of experience shaping strategies for major consumer brands such as LGE, Sprint and Hallmark.

LOGITECH
- Jonathan Eric Johnson, Head of Worldwide Merchandising and Americas Marketing
  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. Now in a new role, he will be charged with bringing the manufacturer’s new brand to life at retail worldwide.

L’OREAL
- Peri Mendelson, Director of Category Management
  Mendelson, with a wealth of shopper expertise from leading teams at Unilever, Kraft and Mondelez, currently leads category management at L’Oreal.

MARS CHOCOLATE U.S.
- Susan Barkalow, Shopper Marketing Team Leader
  Barkalow moved into her current role in January 2014 after two years as the M&M’s senior marketing manager.

MARS PETCARE
- Jeff Hingher, Customer Activation Manager, Dog & Cat Treats

MEAD JOHNSON NUTRITION
- Shawn Mulroney, Director, Customer Development

MEIJER INC.
- Lanny Curtis, Director, Customer Marketing
  Curtis and the other members of the customer marketing team deliver insight-driven offerings and solutions to Meijer shoppers.

- Michael Ross, Vice President, Customer Marketing and Digital Shopping
  Ross leads customer marketing, loyalty, marketing analytics, payment solutions, marketing, digital/mobile marketing strategies and emerging technology for the Grand Rapids, Michigan-based chain.

MEYER CORP.
- Ingrid Ellerbrock, Senior Director, Consumer and Shopper Marketing
  Ellerbrock leads a team tasked with developing the market 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.

- Jeffrey Kruskall, Vice President, Business Development
  Kruskall is responsible for building and nurturing the company’s business strategies, market share growth and brand building.
SMALL-TOWN GIRL

Where did you grow up?
Stormville, New York – Small Town, U.S.A.

What were your favorite activities?
Riding bikes, playing manhunt and building forts in the woods.

How do you look back upon your high school experience?
Braces + 90s bangs + a rusted green station wagon = major coolness.

What college did you attend?
Seton Hall University.

What was the most important thing you learned in college?
Work hard, play hard.

POTTERY’S LOSS . . .

What was your first job out of school?
I interned at Unilever during my senior year and stayed for 14 years.

In 1995, where did you see yourself in 20 years?
At one point, my professional journey toss-up was between marketing and pottery. Luckily, I went with marketing.

Where do you see yourself in 20 more years?
Kicking back in a beach house with my family, continuing to get great satisfaction from the work I do.

What’s your favorite recreational activity?
Travel – I have been to 19 countries so far. I also like to ride my Peloton spin bike.

What about you might people be surprised to learn?
I’ve been skydiving, trapezing and once flew a plane. I’m also the CEO of a boutique e-decorating studio.

What historical period interests you most and why?
The Roaring Twenties – it was a fascinating time of cultural evolution, industrial growth and lifestyle changes.

“Cara is driving strong business results and will be paving the way in the shopper marketing industry. She will be leading our partnerships with key retailers as we look to provide them with greater value.”

Theresa Agnew, chief marketing officer, GSK Consumer Healthcare
LAB RAT

What is your preferred method of shopping?
Mobile apps – quick and easy.

What retailer apps do you use regularly?
Amazon and Target.

What shopping apps do you use regularly?
Etsy and Polyvore.

What’s your experience with beacon technology, and your prediction?
It has the potential to fundamentally shift the way we communicate with shoppers. We tested it with Shopkick and CVS and are seeing impressive results.

What’s your vision of retail in the next 5-10 years?
An omnichannel world that includes a heavy shift toward e-commerce/bricks-and-clicks, with a strong reliance on big data and technology.

And shopper marketing in 5-10 years?
The shopper journey will drastically evolve by 2025, with key drivers of change being around the spaces of connected living, sensory-based tools and game-changing technology, like Oculus VR.

When did you first hear the term “shopper marketing”?
About seven years ago at Unilever, where we evolved the department from “building brands with customers” to “shopper marketing.”

What’s the true definition of shopper marketing?
A discipline that develops insight-based activation plans, providing mutual benefits to the shopper, the retailer and the manufacturer.

What is shopper marketing’s greatest challenge?
Properly predicting the future of retail and shopper behaviors.

How is your team working to solve that?
We’re launching a state-of-the-art Shopper Science Lab in the U.S. Our goal is to use science to optimize collaboration between GSK, the retailer and the shopper.

MIKE’S HARD LEMONADE CO.

- Tracey Sivak, Senior Director, Shopper Marketing
  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

- Matt Dzarnowski, Director, Channel Marketing
  Dzarnowski’s team develops channel strategy, class-of-trade solutions rooted in shopper insights and oversees strategic partnerships.

- Brendan Noonan, Channel Marketing Director of Small Format

- Daniel Warhaftig, Senior Marketing Manager, C-Store Channel Solutions
  Warhaftig, with 15-plus years in the industry, focuses on partnering with key retailers and developing shopper solutions that drive category growth.

- Royce Wills, Director of Customer Marketing
  Wills guides the marketing vision and strategy for building shopper-inspired solutions for MillerCoors’ top 22 national account customers in all classes of trade.

MONDELEZ INTERNATIONAL

- Steve McGowan, Director, Shopper Marketing
  McGowan is responsible for leading the discipline across all customers and channels for the manufacturer’s entire portfolio in the U.S.

- Michael Tilley, Associate Director, Shopper Marketing & Strategic Partnerships
  With more than 25 years of marketing experience at PepsiCo, Nabisco, Kraft and Mondelez, Tilley links customer strategies and shopper insights with brand strategies and consumer insights to help build shopper marketing programs and strategic partnerships.

- Kim Yansen, Director, Field Shopper Marketing

NBC UNIVERSAL STUDIOS

- Elizabeth Bishop Tindall, Vice President, Global Creative Marketing
  Tindall oversees the creation of key art, packaging, TV spots and trailers, point-of-sale and promotional materials for Universal Pictures’ Home Entertainment division.

NESTLE NUTRITION

- Glenn Deutsch, Director, Shopper Solutions
  Deutsch leads the shopper function, setting vision and insight-based strategies to drive profitable growth with key customers.
Melissa DiNapoli, Manager, Shopper Solutions
DiNapoli provides day-to-day strategic and tactical support in the conception, development, implementation and analysis of comprehensive marketing plans that meet consumer segments’ business objectives.

NEWELL RUBBERMAID
- Chris Gurchiek, Shopper Marketing Team Lead  See profile on page 20.
- Scott Werner, Director, Shopper Marketing & In-Store Visibility

ORGANIC VALLEY
- Kelly J. Gibson, Director of 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.

NESTLE USA
- Joe Radabaugh, Division Vice President, Category and Shopper Excellence
A Shopper Marketing Hall of Famer who has been with Nestle for more than 20 years, Radabaugh is passionate about winning with shoppers.

- Jill Schermerhorn, Team Leader, Shopper Marketing
A shopper marketing veteran who is passionate about driving excellence in this space, Schermerhorn leads a customer-focused team that is instrumental in evolving Nestle’s shopper strategies and capabilities.

PEPSICO
- Janelle D. Anderson, Vice President, Shopper Marketing
Anderson is responsible for shopper marketing for key customers across all of the PepsiCo brands.

- Jackie Clifton, Director, Shopper Marketing, Quaker Foods & Snacks
Clifton, a 16-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.

- Jeff Dec, Senior Director of Marketing, Trademark Pepsi

- Bryan Jones, Senior Director, Shopper Marketing, PepsiCo

- William Langford, Senior Director, Shopper Marketing Strategy
Langford leads a team that develops the integrated PepsiCo joint business plan and shopper strategy.

- Katie Schiavone, Director, Strategic Customer Initiatives, PepsiCo North America Nutrition Sales
Schiavone, once a vice president of client services at Saatchi & Saatchi X, led award-winning programs for clients such as Quaker, Frito-Lay, Procter & Gamble, Mead Johnson and Nestle.

- Esperanza Teasdale, Senior Director, Shopper Marketing
Teasdale is responsible for accelerating growth across select grocery, drug, dollar and C&G customers.

NESTLE WATERS
- Don Davet, Group Manager, Customer Development, Shopper Marketing

- Hillary Fleming, Senior Manager, Shopper Marketing
Fleming and her team manage the planning and development of shopper marketing programs for customers across all categories of trade for the Nestle Waters North America product portfolio, which includes spring waters, sparkling waters and ready-to-drink teas.

PEAPOD
- Linda Crowder, Senior Director of Peapod Interactive
Crowder is responsible for developing and executing the shopper marketing programs across the Peapod network.
PERNOD RICARD USA
- Scot Henderson, Director of Customer Solutions

PFIZER CONSUMER HEALTHCARE
- Audra Robinson, Manager, Shopper Marketing See profile on page 22.

PINNACLE FOODS
- Dorothy Engelhardt, Senior Shopper Marketing Manager
  Engelhardt is a seasoned shopper marketing professional who creates programs for brands such as Duncan Hines, Birds eye and Wishbone at retailers across the U.S.

POST CONSUMER BRANDS
- Kelly Annis, Director, Consumer Promotions and Shopper Marketing
  Annis is an award-winning marketing professional known for bringing her creative vision, passion and leadership to deliver multi-tiered and sales-driving promotional campaigns. Her brand-building experience includes Nabisco, Kraft and Post Foods, she is an expert in consumer packaged goods and delivers marketing programs that benefit both brands and retailers.

PRICE CHOPPER SUPERMARKETS
- Meagan Handford, Brand Marketing Manager
  Handford is responsible for working with Price Chopper’s CPG partners to develop digital and shopper marketing plans designed to work in synergy with Price Chopper and Market 32’s overall brand strategy.

PROCTER & GAMBLE
- Carrie Birth, Regional Team Brand Manager (West/Midwest/East)
  Birth is responsible for partnering and creating breakthrough events, promotions and trial- and trip-driving programs to P&G’s retailers across the U.S.

- Mark Jeffreys, Associate Marketing Director, Gillette North America

- Michael Kirtman, Kroger Team Marketing Manager
  Kirtman focuses on finding ways that P&G’s brands and assets can amplify the priorities of Kroger, helping to co-create multicultural programs and identifying ways to drive trial on center-store non-food.

- Joy Mead, Associate Director, Grocery Channel

- Selina Perez, Customer Team Marketing Manager, Target

- Heidi Reale, Director of Shopper and Digital Marketing
  Reale directs all shopper and digital marketing and oversees the brand activity on both Price Chopper and Market 32. 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
  Santos is responsible for coordinating shopper marketing events as well as customized digital programs with Price Chopper’s CPG partners. Santos works closely with the merchandising and advertising departments to execute these events.

PUBLIX SUPER MARKETS
- 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.

- Laura Berger, Shopper Marketing Manager
  Berger manages the health and wellness shopper marketing strategy for RB’s Walmart team. Previously, she served in multiple shopper marketing functions at ConAgra Foods.

- Sherry Kerrigan, Shopper Marketing Manager, Target/Grocery
  Kerrigan leverages insights to understand what drives shopping behavior at specific retailers.

- 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.

- Lia Skinner, Shopper Marketing Manager
  Skinner has more than 10 years of multi-functional experience in sales, trade marketing and consumer insights. She currently leads the development and execution of insight-driven shopper marketing programs at Walmart and Sam’s Club for the home and hygiene businesses.
NEWELL RUBBERMAID: CHRIS GURCHIEK, Shopper Marketing Team Lead

TWO-SPORT STAR
Where did you grow up?
Granger, Indiana

What were your favorite activities?
Football and pole vault.

What did you want to be when you grew up?
A doctor.

What stands out most about your childhood?
Spending summers in Montana.

Did you excel in any extracurricular activities?
We were state champs in football and I was MVP in track.

NOT AFRAID TO CRY
What was your first job out of school?
Assistant brand manager, Unilever.

In 1995, where did you see yourself in 20 years?
Being a writer – I loved to read.

How accurately did you predict your future?
I help sell writing brands now, so pretty close.

What are your favorite TV shows?
“The Wire,” “House of Cards” and “Homeland.”

What’s your favorite movie?
“Bad Boys” 1 and 2 – Martin Lawrence and Will Smith make the best movie duo.

What about you might people be surprised to learn?
I cry during sad or inspirational commercials, TV shows and movies.

Who are the three people in history you’d most like to meet?
Jesus, Abraham Lincoln and FDR.

What historical period interests you most and why?
World War II because it was such a pivotal point for our country and the world.

“Watching Chris work seamlessly across functions is inspiring. He has a unique ability to connect dots, simplify and deliver industry-leading activation. His vision is accelerating integrated, individualized omnichannel path-to-purchase activation across the marketplace.”

Jeff Hofmann, vice president, customer collaboration, Newell Rubbermaid

Photos by Brian Morrison
**ROOM TO IMPROVE**

In what way has shopper marketing failed to mature during the past decade?
It is still measured primarily by the sell-in volume that it drives, with a lot of inconsistency. There's lots of room for improvement in measurement to capture holistic marketing objectives.

**How does your organization define the discipline?**
It turns brand campaigns into customer-specific marketing plans and engages shoppers along the purchase journey, influencing their buying behavior.

**What is shopper marketing's greatest need?**
Industry standardized measurement guidelines and best practices on how to deliver shopper marketing total return; return on investment (volume); return on objectives (measurable marketing objectives); and return on relationship (customer partnership).

**How is your team addressing these issues?**
Our individual performance evaluations and objectives for the year are structured to measure how we delivered against the Total Return Model, which ladders up to achieving our overarching brand and company objectives.

**What can the rest of the industry be doing to help?**
Publish more case studies on effective programs, and make measurement a priority group discussion during industry events.

**What's your vision of retail in the next 5-10 years?**
A more seamless shopper experience across mobile, online and in-store where value and engagement is more personalized, brands still matter and partnerships between manufacturers and retailers deliver better shopper solutions.

**And shopper marketing in 5-10 years?**
Not as a stand-alone function, but fully integrated as a marketing competency. Omnichannel strategy will make reaching shoppers to drive conversion a priority, not an afterthought.

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**RED BULL NORTH AMERICA INC.**
- Melissa Leggett-Accad, Director, Trade Marketing

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**SAMSUNG ELECTRONICS**
- 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.

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**SC JOHNSON & SON**
- Amy Dragland-Johnson, Director of Shopper Marketing
  Dragland-Johnson oversees the North America shopper marketing function for the manufacturer.

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**TARGET CORP.**
- Sarah Amundsen, Senior Director, Store Planning & Design
- Joe Perdew, Vice President, Store Planning & Design
  Perdew is responsible for store layouts and displays that support merchant and store operations strategies.

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**SEVENTH GENERATION**
- Shay DiCocco, Manager, Customer Development and Shopper Marketing

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**SUN PRODUCTS CORP.**
- Jennifer Adams, Director, Shopper Activation
  Adams leads the shopper marketing and in-store activation departments across all brands and retailers for Sun Products Corp.

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**Suzanne Caster, Shopper Marketing & E-Commerce Manager**
Caster has more than 12 years of experience in retail and shopper marketing and currently manages the e-commerce business.

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**Kristi Verkovod, Shopper Marketing Manager**

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**Jennifer Adams, Director, Shopper Activation**
Adams leads the shopper marketing and in-store activation departments across all brands and retailers for Sun Products Corp.
**PFIZER: AUDRA ROBINSON, Manager, Shopper Marketing**

Audra Robinson, Manager, Shopper Marketing

**HELP FROM ABOVE**

What was the most important thing you learned in college?
That marketing is art and science.

What websites do you visit most often?

What's your dream travel destination?
Provence, France, to bike in lavender flower fields.

What about you might people be surprised to learn?
I pray a lot, randomly throughout the day. I also count my steps in my head.

Who are the three people in history you'd most like to meet?
Martin Luther King, Amelia Earhart and Harriet Tubman.

What historical period interests you most and why?
The civil rights movement when black college students were at the forefront of the change we see today.

“Audra consistently provides creative solutions that align retailer and manufacturer strategies. She collaborates with all parties to find the right programming for all involved, which has allowed us to evolve our brand strategies at Target through unique corporate partnerships.”

Jennifer Foley, senior director, club, Target, Specialty, Pfizer

**EDITOR’S NOTE**

Where did you grow up?
St. Paul, Minnesota

What were your hobbies?
Fashion, beauty and trends.

What did you want to be when you grew up?
A fashion designer or a magazine editor.

What stands out most about your childhood?
I had the same friends from kindergarten through high school, and we all went to the same church.

What extracurricular activities did you enjoy?
I was on the yearbook and prom committees, and the school newspaper. I was also a cheerleader and a student council leader.

Photos by Chris Bohnhoff
LEADERS WANTED

What is your primary skillset?
I easily identify opportunities and key issues, make connections and bring big ideas and/or solutions to apply to the business.

What skills are you working to improve right now?
Delegation.

What’s your vision of retail in the next 5-10 years?
Digital platforms with a 360-degree experience for shoppers.

And shopper marketing in 5-10 years?
Continuing to give shoppers/consumers what they want, when they want it.

What is shopper marketing’s greatest need?
Internal leaders and cross-functional partners who believe in and will champion the discipline.

How is Pfizer working toward that goal?
Funding, cross-functional team-planning meetings, and socializing best practices with our brand and sales strategy teams and across the organization.

How does shopper fit into the overall structure at Pfizer?
Shopper is a key element of product launches and is integrated in everything we do to drive sales.

Is the discipline poised for growth within the organization?
The Pfizer Consumer Healthcare U.S. shopper marketing team is small but mighty – a shining example of how to build out successful product launches and support brands.

Do any recent PCH shopper marketing programs stand out for their effectiveness?
The Advil U by Kotex co-vendor shopper marketing program because we provided a solution and saw 30% incremental sales for Kimberly-Clark and two-times lift on Advil items.

What recent shopper program elsewhere in the industry has caught your attention?
I love what J&J has done to evolve the First Aid Kit/Healthy Essentials program at Target.

TIME INC. RETAIL

Christine Austin, Customer Marketing Director
Austin leads the strategy and program development of customer marketing programs that support Time Inc.’s portfolio of content brands – including People, InStyle, Real Simple and more.

Jennifer Marchant, Vice President, Customer Marketing
Marchant is responsible for shopper marketing, sales communication and marketing services for the more than 20 Time Inc. brands sold at retail. She has more than 20 years of experience in brand management, trade and shopper strategy.

TOM’S OF MAINE

Matt Smith, Customer & Shopper Marketing Team Leader

TYSON FOODS

Karen Doan, Senior Manager, Customer Marketing, Customer Development

Christopher Witte, Vice President of Shopper and Category Development
Witte is responsible for leading and developing category leadership, shopper insights, shopper marketing and shopper activation functions. Previously, he was the vice president of customer development at Sara Lee Corp. and Hillshire Brands.

UNIFIED GROCERS

Sue Klug, Executive Vice President and Chief Marketing Officer
In addition to her B2B marketing responsibility for the leading wholesaler in the Western U.S., Klug manages all retail marketing programs for the more than 2,000 stores that Unified Grocers serves.

UNILEVER

Kevin Flagg, Senior Director, Shopper Marketing

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

Kathy O’Brien, Vice President, Skin & Marketing Services
WAKEFERN FOOD CORP.

- Stephan Henig, Vice President, Corporate Merchandising & Marketing

- Carol Heyducek, Lifestyle Category Manager

WALGREEN CO.

- Crystal Fouchard, Retail Marketing Director
- Amy Wagner, Director, Retail Marketing

WALMART STORES INC.

- Clint McClain, Senior Director, Walmart Brand Strategy
  McClain leads the team that develops the customer strategy and in-market engagement for the Walmart brand.

- Andy Murray, Senior Vice President, Creative
  A 2014 Shopper Marketing Hall of Famer, Murray joined Walmart two years ago.

- Matt Parry, Senior Director of Shopper Marketing
  Parry joined Walmart in July 2014 as the head of shopper marketing and in-store customer engagement. He came from OxfordSM and his history also includes 14 years at Procter & Gamble.

- Jamie Sohosky, Vice President, Customer Experience Marketing
  Sohosky’s role is to lead the in-store propositions, visual merchandise, demos, retailtainment, shopper marketing, services and grand openings. She partners with insights to improve the overall customer experience and grow basket and trips.

WESTERN UNION

- Laston Charriez, Senior Vice President, Americas Marketing, Product and Market Development
  Charriez leads all marketing activities in the Americas and also has profit and loss responsibility in the U.S. He worked at Procter & Gamble for more than 20 years and then oversaw insights and innovation at Sara Lee before coming to Western Union in 2011.

WHITEWAVE FOODS

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

WRIGLEY

- Chris Balach, Team Leader, Shopper Marketing & Consumer Promotions
- Matt Herrmann, Senior 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, Senior Manager of Shopper Marketing
  Lewis leads strategy and development of insight-driven shopper marketing solutions for Wrigley’s portfolio of brands. Prior to joining Wrigley in 2008, she managed national and shopper programming for various activation agencies.

WORLD KITCHEN

- Ken Bausch, Vice President, Interactive Marketing

- Sarah Ebner, Senior Manager, Marketplace Execution
  With 14 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

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