Growing as fast as the field it covers, our fourth annual report is our biggest yet. This latest edition recognizes more than 200 brand and retail executives who are making notable contributions in the areas of digital shopper marketing and e-commerce.
Amy Boardman Brummer brings more than two decades of CPG experience to her current role as channel marketing manager, digital and portfolio, at Louisville, Kentucky-based Brown-Forman. Her career began as a sales rep in Iowa for Nabisco Foods Group and, as she likes to say, she’s worked her way “through several positions and several states.” Brummer has managed people, managed accounts and developed strategy in customer marketing, shopper marketing, shopper insights and category management.

Four years ago, she joined Brown-Forman as channel marketing manager for the grocery and liquor channels. Last fall, the company created a new position – Brummer’s current role – a channel marketing manager position that focuses on digital for the entire Brown-Forman portfolio for all channels.

“My role is to integrate digital shopper marketing strategies with our in-store promotional campaigns, as well as providing digital education to key partners,” says Brummer, who notes that while she is the only dedicated digital marketing manager for the channel and customer development group, there are three other individuals who provide support. “We strive to engage with shoppers before they go to the store with delicious recipe solutions for their at-home entertaining needs as well as drive awareness of Brown-Forman brands in national on- and off-premise accounts.”

When it comes to goals, Brummer says her fo-
Simon has plenty to do in his role as vice president of loyalty and digital marketing at Ahold USA. The company supports four regional divisions – Stop & Shop New England, Stop & Shop New York Metro, Giant Landover and Giant Carlisle – that together operate approximately 790 supermarkets with 115,000 associates in 14 states and the District of Columbia. Ahold USA also runs Peapod, the nation’s leading e-commerce grocery shopping and delivery service.

In his role, Simon supervises the blending of the supermarkets’ loyalty program with its digital touchpoints: mobile applications, email marketing, websites and social media. He focuses on occasions where wine and spirits would be consumed and providing seasonally relevant content to consumers. She helped bring to life the first-ever spirits partnership with Foursquare and el Jimador tequila. Focused around the 2014 FIFA World Cup, the campaign included limited-edition bottles of el Jimador and giveaways available via Foursquare. “We were able to leverage this partnership to promote a national integrated digital/in-store merchandising campaign with our sales team,” she says. “The successful campaign drove awareness to digital opportunities in our category and drove sales up 30% versus the previous year.”

Brummer is excited about the recently launched party-planning website, CheersToTheHost.com, which showcases Brown-Forman’s branded drink recipes. The site also includes decorating ideas, food recipes and tips for responsible hosting as well as videos with wines and spirits expert Tim Laird, dubbed “America’s Chief Entertaining Officer,” and the “How-to Hostess” Brittany Gilbert. Promotion for the site kicked off last Fourth of July – the second largest sales week for spirits outside of the winter holidays, she says – with a media campaign and in-store material. “This year, we’ll focus on digital media to drive awareness of the site in order to reach high-purchase-intent shoppers and drive conversion,” Brummer says.

With the legal restrictions involved in the adult beverage category, there’s a layer of complexity when it comes to executing shopper marketing campaigns. “It’s particularly important,” says Brummer, “that our partners are very familiar with these regulations so we can plan responsibly and in accordance with the many laws in place surrounding beverage alcohol.”

While she can’t share the specifics of potential relationships, Brummer does say Brown-Forman in the coming year plans to explore partnerships that will tie the company’s digital goals with digital shopper campaigns that can speak to retailers, shoppers and diners “when they are ‘in the moment’ and most receptive to our messaging.”

She expects data to be the next disrupter to the digital shopper marketing field. “We need to prove the effectiveness of our digital efforts with tangible sales data so our internal stakeholders can be comfortable with the spend and retailers can see the results through growth in category sales,” Brummer explains.

Conferences and seminars allow her to meet vendors in person and keep up with the industry, and she also values talks with those younger than herself. “Whether it’s interns and new hires at Brown-Forman, or my younger friends and relatives, [I like] to hear what their behaviors are, what their likes and dislikes are, as well as listen to any frustrations,” she says.

Brummer herself lives on her iPhone – local TV station apps; sports apps to keep up with her Iowa Hawkeyes; shopping apps including Ibotta, Amazon and Kroger; and Facebook, Yelp and Foursquare are just some of the many that she uses frequently. “And I could not live without the airline apps that get me through a hectic travel schedule,” she adds, noting that she’s not a Millennial. “The use of mobile is all about convenience, and people of all ages get this.”

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Matt Simon, Vice President of Loyalty and Digital Marketing
(See profile on page 6)

Robert Welsh, Senior Manager, Digital Marketing

ALBERTSONS

Dawn Mack, Director, Digital Customer Engagement
Michael McCready, Vice President, E-Commerce
Karl Meinhardt, Vice President, Social/Digital Marketing

ALCON

Jeremy Brown, Director, Shopper Marketing, Alcon Vision Care
Brown leads a team of shopper marketing specialists in developing and implementing online and offline shopper-centric campaigns for Alcon’s portfolio of #1 doctor- and #1 pharmacist-recommended OTC eye care brands.

Sarah Hays, Senior Manager, Shopper Marketing

AMAZON.COM

Ramer Holtan, Global Head of Business Intelligence, Digital Music

AMERICAN LICORICE

Brandy Ake-Dora, E-Commerce Manager

7-ELEVEN

Chad Gaither, Senior Director of CRM and Consumer Insight

Rebecca Troutman, Director, Omnichannel Commerce

ACCO BRANDS

Randal Moss, Digital Marketing Manager

AHOLD USA

April Mock, Senior Manager, Loyalty
Mock leads loyalty marketing for Ahold USA’s multiple banners, including Giant, Stop & Shop, Peapod and Martin’s. She is responsible for overarching program strategy, ensuring all initiatives are in line with corporate, brand and customer strategies.

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BAI BRANDS

Jenie Liberatore, E-Commerce and Digital Marketing Manager

BAYER HEALTHCARE

Alana Feldman, Digital Shopper Marketing & E-Commerce Specialist
Feldman drives digital shopper marketing and e-commerce strategy for top retail customers, across all Bayer Consumer Health brands. She also serves as a subject matter expert and key resource for the Amazon sales team.

BEAM SUNTORY

Andrea Javor, Senior Director, Global Digital & Media

BEIERSDORF

Rob Ciaffaglione, Shopper Marketing Manager – E-Commerce
Ciaffaglione is tasked with leading the development and execution of shopper marketing strategies for the e-commerce channel across all Beiersdorf skincare brands including Nivea, Nivea Men, Eucerin and Aquaphor.

Sarah Pomposello, National Account Manager, E-Commerce

BIC

Alice Fournier, E-Commerce Manager

BIGELOW TEA

Jen Martin, Digital/Social Media Manager

BOZZUTO’S

Steve Methvin, Vice President – E-Commerce/Retail Technology

BROWN-FORMAN

Amy Brummer, Channel Marketing Manager, Digital and Portfolio
(See profile on page 2)

Marjorie Dufek, Director, Integrated Marketing Communications, North America
Dufek focuses on building digital capabilities within the region’s marketing team, integrating innovative solutions into the field and shopper marketing mix, and leading integrated communications strategy for selected brands in the Brown-Forman portfolio.

Travis Smith, Director, Digital Marketing COE
Matt Simon has plenty to do in his role as vice president of loyalty and digital marketing at Ahold USA. The company supports four regional divisions – Stop & Shop New England, Stop & Shop New York Metro, Giant Landover and Giant Carlisle – that together operate approximately 790 supermarkets with 115,000 associates in 14 states and the District of Columbia. Ahold USA also runs Peapod, the nation’s leading e-commerce grocery shopping and delivery service.

In his role, Simon supervises the blending of the supermarkets’ loyalty program with its digital touchpoints: mobile applications, email marketing, websites and social media.

Simon was on the CPG side of the industry for nine years (Del Monte Foods, The Hershey Co.) before joining Ahold as senior director of brand management and package design for store brands in May 2014. A year later he assumed his current role. “My whole career has been focused on the consumer, whether it be from brands or retail, but it was all about what they want and what they need,” Simon says. “I always had a love for retail and interacting with customers at the store level where the magic really happens.”

Things have gone beyond the store level for...
quite some time now, and Simon’s teams have to mind not just the store but the Internet and ubiquitous mobile devices while also collaborating with merchandising and CPG partners. A fully armed Ahold shopper is signed up for its loyalty program, increasingly run through not a physical card but a mobile app dubbed My Giant or My Stop & Shop. Those apps contain a user’s digital loyalty card, coupons, recipes and year-to-date savings. The apps also link to either a Giant- or Stop & Shop-branded “Scan It!” mobile app that lets loyalty cardholders scan as they shop for single-scan checkout.

“Ahold recognized very early on that on our path to becoming a great retailer in this country you can’t do without digital,” Simon says. “We know customers rely on it and need it, but it’s more than just something fun to do now. Digital is a tool used to make shopping easier, to save money and time, which is where our brand is going.

“Customers’ lives are crazy, and whether you have family or not, you have to eat. Grocery shopping is such a core element of someone’s life, and the role Ahold plays is more than just a store to shop at. We can provide ways to save money, and that money can go to other places to help the family.”

Simon’s teams are focused on serving the customer and believe that while innovation is crucial, so is improving established tools and programs. Customer feedback is taken seriously, he says. “Sometimes the biggest gains are making what you have work better,” Simon says.

Omnichannel is a way of life for Ahold customers, so it is a way of life for Ahold, says Simon. Peapod adds a dimension other supermarket chains lack, he says. “Omnichannel is allowing the customers to get what they want how they want with no friction,” Simon says. “Anywhere from buying in-store to having it delivered to picking it up to who knows what the future holds. Omnichannel has come to be expected by customers, and the brand that provides that frictionless experience for the customers that allows them to get what they need as soon as possible with little pain and save money is going to win.”

“In the digital space today, you just can’t let things lay for six months and hope it’ll be OK. You have to continually come out and excite the customers.”

To Simon, loyalty is integrated with digital because loyalty derives from quality customer service, affordability and solutions. Supermarkets no longer can rely on differentiating with in-person customer service, affordability and time saving; all of those qualities have to be available away from the store as well. “Digital is a way to drive loyalty,” Simon says. “It’s not one or the other, it’s them working together. The point system is a part of that but it’s beyond that. We know our best customers love us for certain things – their Giant, their Stop & Shop. Great products at the store, great price, great service … that all drives loyalty.

“In the digital space today, you just can’t let things lay for six months and hope it’ll be OK. You have to continually come out and excite the customers.”
CAMPBELL SOUP

Stephanie Wood, Senior Manager, E-Commerce Channel Strategy & Customer Development
Wood is instrumental in expanding Campbell’s e-commerce business by developing and supporting key strategic initiatives, including the creation of integrated planning for both pure-play and click-and-collect customers.

CHURCH & DWIGHT

Corinne West, Senior Digital Marketing Specialist
West works hand in hand with brand and sales team members to support all digital programs for retail partners. She leads planning and execution for item setup on retailer websites and online marketing.

CLOROX

Kristin Wonzen, Global Director of E-Commerce
Wonzen is one of the original founders of the company’s e-commerce team, which now consists of approximately 50 people. Priority e-commerce brands include Burt’s Bees, Brita, Glad, Hidden Valley, Kingsford, Pine-Sol and Clorox.

Coca-Cola

Ashish Arya, Director, E-Commerce & Digital Marketing

Julie Bowerman, Global Vice President of E-Commerce, Shopper Marketing and Digital

Jen Brevick, Director, E-Commerce Capability
Brevick manages the creation, maintenance and distribution of e-commerce content, eReadiness and content guidelines, product innovation and direct-to-consumer efforts. In April 2014, she and her team launched ShareaCoke.com, which sold more than one million personalized eight-ounce Coca-Cola glass bottles in its first eight months of operations.

John Carroll, Vice President, General Manager E-Commerce
Carroll leads the development and overall management of Coca-Cola North America’s e-commerce channel vision and roadmap inclusive of commercial and marketing strategies, customer development and new business models.

Allison Henry, Senior Manager, E-Commerce Capability
Manages direct-to-consumer e-commerce capability for Coca-Cola North America.
Laura Houghton, Director, Digital Shopper Marketing
With more than 22 years of marketing and advertising experience, Houghton is no stranger to understanding how to effectively connect with consumers along their path to purchase through strong digital strategy and integration. For Coca-Cola, she works across various channels in order to create award-winning digital strategies to drive traffic and consumption.

Nicole Hutcheson, Director, Shopper Strategy & Innovation
Hutcheson leads shopper strategy and innovation, which focuses on delivering solutions designed to enhance the shopper experience within partners’ retail spaces. By monitoring emerging trends and technologies, developing innovative platforms and executing learning plans, the team creates cutting-edge strategies that drive the business.

Irene Shtrulis, Senior Marketing Manager, E-Commerce
Shtrulis is responsible for the innovation, development and execution of e-commerce shopper marketing strategy across the portfolio of Coca-Cola brands for Coca-Cola North America pure-play and multichannel customers.

COLGATE-PALMOLIVE
Samantha Boulukos, Director, E-Commerce
Stephanie Konyves, Brand Manager, Shopper Marketing Center of Excellence
Mindel Klein Lepore, Worldwide Director, Global Digital Marketing
Donna Richardsen, Director, Integrated Marketing Communications, North America
Barry Roberts, Director, Retail Shopper Solutions & E-Commerce

CONAGRA FOODS
Cheryl Bersin, Emerging Technologies and E-Commerce Manager
Jill Kristle, Manager, Interactive Marketing
Jonas Paretzkin, Director, Emerging Technologies and E-Commerce
Paretzkin is responsible for identifying startups and other innovative companies that will help ConAgra evolve into a more efficient, effective and contemporary organization through the use of technology. He also leads e-commerce and is responsible for helping the company capitalize on the explosive growth in omnichannel retail.

Jon Shen, Senior Director, Digital Marketing, Social Media and Consumer Promotions
CONAIR
Bradley Mark, Digital Marketing Manager

CONSTELLATION BRANDS
Karena Breslin, Vice President, Digital Marketing
Breslin manages digital strategy and execution for the company’s portfolio of wine and spirits brands. Her organization is responsible for all forms of consumer digital marketing including social media, digital advertising, content marketing and shopper activation. She also leads marketing technology for the organization.

COST PLUS WORLD MARKET
Diane Burnett, Director of E-Commerce Marketing
Melissa Oldenbourg, Senior Director of E-Commerce

COTY US
Kristen D’Arcy, Vice President of Global Digital
D’Arcy oversees digital marketing globally for Coty’s color, fragrance and body care brands. She is responsible for developing and translating Coty’s digital vision and ambitions into corporate-wide, innovative strategies for the brands. Prior to her current role, she headed up e-commerce and digital media efforts for

CRAYOLA
Justin Odom, Director, Digital Marketing

CVS HEALTH
Grant Pill, Vice President, Omnichannel Digital
Heidi Rayden, Senior Director, Omnichannel Digital
Sarah Reynolds, Director, Digital Adoption & Engagement
Erin Rosa, Senior Director, Retail Digital Customer Engagement
Brian Tilzer, Senior Vice President, Chief Digital Officer
Michael Wier, Omnichannel Merchandising Lead
Wier is the merchandising lead for e-commerce, photo and omnichannel initiatives at CVS. He is responsible for setting strategic direction across digital merchandising including customer experience, promotion and assortment expansion and partnering with front store teams to amplify in-store strategy.
DELL

Lori Pennington, Insights & Shopper Experience Strategist

Dan Seymour, Director, North American Retail/ Shopper Marketing

Seymour manages the U.S./Canada retail trade and shopper marketing functions at Dell. His team delivers shopper insights-driven marketing plans, designed to deliver incremental share gains for their retail partners.

DR PEPPER SNAPPLE GROUP

Jordan Ste. Marie, Senior Manager of E-Commerce

Robert Stone, Senior Director of Integrated & Emerging Media

Hayley Wood, E-Commerce Associate Manager

DYSON

Karthik Iyer, Head of E-Commerce and Digital

E&J GALLO WINERY

Sarah Morphis, Digital Marketing Strategy Manager

Gerard Thoukis, Senior Director, Digital and E-Commerce Sales

EDGEWELL PERSONAL CARE

Chris Greene, Director, E-Commerce

FERRERO U.S.A.

Jason Adamski, Media, Social and E-Commerce Manager

FOOD LION

Justin Baynton, Manager, Digital and Interactive Marketing

Baynton is in charge of strategic development and implementation of the digital marketing roadmap, which encompasses web, mobile, social, and cross-channel media platforms. He has strong skills in consumer engagement, site optimization, web usability, search engine marketing, social media marketing, conversion rate optimization, analytics and website development.

Keith Nicks, Director of Loyalty and Digital Marketing

GENERAL MILLS

Matt Pierre, E-Commerce Director

Pierre leads the company’s online category management, shopper marketing, and capability development efforts.

Anna Squibb, Digital Capabilities Manager

Brian Westiner, Senior Category Development Manager, E-Commerce
Tim Madigan joined SC Johnson two years ago, a time when the company had been pushing more significant investments toward its digital initiatives but was still trying to get a firm hold on the overall landscape. The 17-year Procter & Gamble veteran, who had gained traditional sales and marketing experience in a variety of roles, most recently was P&G’s global Walmart e-commerce team leader.

Now the director of global e-commerce for SC Johnson, he describes the company’s efforts as “much more aggressive” since he came onboard. “We’ve realized there’s an opportunity to connect the consumers through our digital marketing efforts to e-commerce as well as our traditional retail partners,” he says. Establishing the company’s relationships with the major e-retailers and beyond in the U.S. was his first job. And within the last year, his team’s efforts have expanded globally into several other markets such as China and the U.K. “SC Johnson is a global company, so we’ve taken a global approach to e-commerce.”

Although digital was seen as an additional element of the marketing wheel, Madigan says the opportunities have become so much clearer as of late, especially when it comes to engaging more deeply with consumers – both in finding the right consumers but also then creating deeper, more relevant conversations or connections with those consumers through digital. “It has become more of a vehicle for the dialogue with consumers versus just another marketing vehicle to shout a message out,” he says.
Working with strategic partners, SC Johnson is actively promoting digital innovation. The company’s Ziploc brand partnered with Pinterest for a program Madigan says gave the brand bragging rights as one of the first to create branded content within the Pinterest environment. “We’re looking to find those places where consumers want to engage with our brands in different ways than the typical banner ad blasts,” he says.

There have been other efforts on Facebook, and Ziploc’s “Little Beasts” videos have offered “creative, engaging commercials that are different than what you might see on TV,” he says. They have had a “huge effect” on consumer engagement. “Consumers wanted to view this content and were sharing it with their friends. It becomes a lot more relevant and impactful in that type of environment versus a more traditional blast.”

Madigan says his team’s first priority is to enable consumers to buy SC Johnson products whenever they want, wherever they want. “Consumers are going to buy where they want to buy, and we have to be sure we’re present to be one of the choices regardless of where they want to shop,” he says. “We want to have a strong presence, engage with consumers and offer them our products. We’re tasked with building out that online presence.”

A large part of that effort circles around content. Instead of strictly producing another print ad or simply putting it online, Madigan says it’s important to have content that helps consumers learn or understand more about the company’s products while helping them find solutions to their challenges. The company’s Off and Raid brands have taken initiatives similar to Ziploc. “As consumers have challenges with pests, we want those brands to be ones consumers can come to in order to learn how to resolve those challenges,” he says. “Products can provide solutions, but we also want our content to be a solution provider.”

Madigan gives a nod to the company’s shopper marketing organization, which he says has been out in the forefront of partnering with retailers on their digital initiatives. “A very interesting evolution over the last year or so is the connection between our brands’ strategy all the way through our shopper marketing to our retail partners,” he says. “In the past, we were a little too focused on retail execution and their specific initiative and not really connecting it back to the power of the brands and the work they were doing from a digital perspective.”

Moving forward, Madigan says as companies continue down the path of segmentation and personalization, that work will likely be the most disruptive within digital shopper marketing. But in the same vein as big brands becoming more adept at using digital touchpoints along the path to purchase, there’s still a lot of learning going on. “We’ve learned a lot of lessons from categories and industries that have gone online before us, and there are many world-class companies and marketers in the CPG space who know consumers well. So I think while we’re still learning, we’re fast learners.”

“[Digital] has become more of a vehicle for the dialogue with consumers versus just another marketing vehicle to shout a message out.”
Cindy Butler, Senior Manager, Scale Digital Marketing

Mike Feldman, Shopper Marketing Manager

Feldman is responsible for shopper marketing media strategy and capability building for Georgia-Pacific. Responsibilities include developing POVs related to retailers as publishers and ensuring the shopper media plans are integrated with the national media efforts.

Tamika McCoggle, Senior Manager, Digital & E-Commerce Marketing

Since joining Georgia-Pacific in 2010, McCoggle has led 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.

Evana Oli, Manager, E-Commerce & Digital Shopper Marketing

Oli leads shopper marketing for Georgia-Pacific’s consumer brands on Amazon.com. In her role, she oversees media, search and merchandising, and helps build digital capabilities to drive profitable growth for the company.

Scott Postma, Director, Channel Marketing & Customer Development

Rahul Saraswat, Omnichannel Capability Development Lead

Saraswat is responsible for managing omnichannel capability development and activation within Georgia-Pacific and across retailer accounts to increase brand equity and share of e-commerce sales. He provides thought leadership and tactical support on omnichannel initiatives and drives innovation through cross-functional team collaboration.

Jason Herman, Director Marketing Operations

Meredith Herman, Digital Marketing Director

Herman is responsible for championing digital capability and excellence, which includes developing strategic partnerships, building training programs, and sourcing innovation platforms. She advises more than 28 brands in four different OTC categories on their respective digital vision, strategy and execution.
Steve Kinsey, Manager, Digital Shopper Marketing & E-Commerce Strategy
Kinsey is responsible for ensuring GSK Consumer Healthcare’s U.S. shopper marketing team is using the latest digital shopper marketing tools and partners to drive growth. Additionally, he leads the company’s digital shelf and e-commerce strategy efforts.

Rachel Krause, Shopper Marketing Manager
Krause leads shopper marketing for GSK brands at Target and the dollar channel. Krause partners closely with key accounts’ digital teams and is an active member of the Institute’s Digital Shopper Marketing Council.

GODIVA CHOCOLATIER
Erica D’Aloia, Manager, E-Commerce Traffic
D’Aloia is directly responsible for driving strategies to increase traffic, conversion and ROI for digital marketing programs including SEO, paid search, affiliate and display retargeting in addition to leading online promotional planning.

HEINEKEN USA
Haley Rubin, Digital Shopper Media
Rubin leads the digital shopper marketing media strategy and implementation across the organization, including overseeing the effective embedding of digital shopper touchpoints within all of its national, regional, channel and customer-level program executions to develop holistic through-the-line programs.

HERSHEY
Christopher Cox, Global Digital Marketing
Megan Harbold, E-Commerce Manager
Denise Vivas, Director, E-Commerce

HOME DEPOT
Dave Abbott, Vice President of Integrated Media/Online Marketing

HORMEL FOODS
Scott Weisenbeck, Director, Integrated Marketing
**JACK LINK’S**

**Esteban Gamboa, National Sales Manager, E-Commerce**

Gamboa leads e-commerce channel strategy at Jack Link’s. His responsibilities include pure play, brick and click, direct-to-consumer and business-to-business online fulfillment solutions.

**Jeff Kjome, Shopper Marketing Director**

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**JOHNSON & JOHNSON**

**Gail Horwood, Vice President, Worldwide Digital Strategy**

Horwood leads the global digital center of excellence supporting Johnson & Johnson’s consumer, diabetes and vision care businesses. In her role, she sets digital and e-commerce strategy and priorities, develops digital marketing competencies, builds and manages digital, e-commerce, mobile, and social platforms, and oversees digital analytics and insights.

**Chad Mizee, Director, Digital Marketing Strategy**

**Amy Pascal, Senior Director, North America Digital Marketing Strategy**

**Nathan Pendleton, E-Commerce Customer Development Manager**

**Sri Rajagopalan, Vice President, E-Commerce**

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**J.M. SMUCKER**

**Sunnie Ferreria, Senior Manager, E-Commerce**

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**Callie Hartzell, Pet Specialty E-Commerce Sales & Marketing, Big Heart Pet Brands**

Hartzell drives strategy, development and execution of pet specialty e-commerce sales and marketing initiatives.

**Tina White, Senior Manager, Digital Marketing, Big Heart Pet Brands**

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**KELLOGG**

**Dan Cooke, General Manager, E-Commerce**

Cooke is currently charged with embedding an enhanced portfolio of digital capabilities to foster a deeper level of collaboration among retailers. His team also leads the curation of content for display on the digital shelf, designed to engage, motivate and convert shoppers for Kellogg’s vast portfolio of brands.

**Kevin Sidell, Senior Manager, Digital Strategy**

Sidell provides strategic guidance for brand and shopper marketing teams designed to motivate consumers and shoppers to select Kellogg brands along the path to purchase.
KEURIG GREEN MOUNTAIN

Matt Colby, Senior Digital Marketing Manager
Delia Vallejo, Senior Director, E-Commerce

Gabe Mattingly, Senior Brand Manager, E-Commerce
Mattingly is responsible for delivering accelerated growth through omnichannel and e-commerce channels, while also building end-to-end organizational design, capabilities and mindset to enable future sustainable growth.

Meg Way Edgin, Global Director, Integrated Media IQ, Social and Agile Platforms
Way Edgin leads the development of best practice, innovation and strategy in the digital, media social, mobile and CRM space supporting all K-C brands including Huggies, Pull-Ups, U by Kotex and Kleenex. Additionally, she is responsible for the company’s global social media and agile capability, driving best-in-class process and inspiration across its teams.

KIND

Amanda Greenberg, Head of E-Commerce

KOHLER

Shane Judd, Director, Digital Marketing

KRAFT HEINZ

Kent Decesare, Senior Manager, Digital Marketing/CRM
Jennifer Kosse, Associate Director, E-Commerce
Kosse leads the strategy and development of the e-commerce channel for Kraft Heinz.

Bob Rupczynski, Vice President, Media, Data, CRM

KROGER

Zack Storer, Director, Digital Technology Organization/Engineering, Execution, Strategy, Innovation
Matt Thompson, Vice President, Digital Business

LG ELECTRONICS

Chris Ray, Director, Digital Marketing
World Kitchen has demonstrated a much stronger digital-first mentality in the last year. At the helm of its go-to-market efforts is Ken Bausch, who says that while he leads a “self-contained digital team,” one of the things that gets him most excited every day is the company’s customer marketing team that acts as an “active, engaged and enthusiastic partner as we approach digital.”

Where and how the team is showcasing its products, ensuring it has the right assets and collateral, and only then thinking about the physical stores is more the mantra today. “Previously it was the opposite,” Bausch says, “so it’s been a great transformation and I think we’ll continue to grow and become more intertwined heading into the future.”

Bausch, World Kitchen’s vice president of global digital marketing, found himself in the middle of merchandising and IT after starting his career as a department store executive trainee at Federated Department Stores (now Macy’s) and spending time at Coach, Lenox, Reader’s Digest and Oneida. He recalls being tapped to help set up a digital structure at Lenox. “They needed someone to run that business and that department in general, and I got the nod because I had both merchandising experience and was a technology person.”

When he joined World Kitchen three years ago as vice president of interactive marketing, the company had very little in the way of digital marketing, he says. But he and his team have been able to transform the strategies in North America through a centralized digital team that handles all digital activities and has expanded its efforts on a global scale – replicating successful models in the various markets the company does business in all over the world.

His new post reflects his current quest of ensuring the company is coordinating its digital efforts globally in addition to in specific markets.
He attributes these steps forward to the digital maturity of the company as well as management changes that have brought teams together.

Bausch, an active omnichannel shopper through various retailers, says the digital arena helps him stay “young and engaged” because there’s always something new happening. While his team has general principles that extend over multiple years and participates in the company’s strategic planning process, he’s very aware that the technology we’ll all be using two years from now doesn’t exist yet. Case in point: Snapchat. “If I was doing a three-year plan a few years ago, it wouldn’t have been in there because it didn’t exist.”

From the beginning of the company’s digital transformation, Bausch says his team realized it had to be driven by compelling content, whether on its own Web properties, through social media, driving its direct-to-consumer e-commerce site or being shared liberally with partners. “Whether cranking out an entertaining idea for the Super Bowl or a really great storage idea for back-to-school, it’s really content that is shared and reused and popular across all channels,” Bausch says. “That has been the foundation of our activity.”

Being truly channel-agnostic, the company is also stepping up its efforts to engage with its consumers and, finally, concentrating on being very technologically agile. “There are always new platforms and networks, and always something new coming out,” he says. “We have to stay on top of what’s new while separating the hype from the reality of things that can actually impact our business.”

Keeping a full pipeline of activity going forward, Bausch says his team is addressing the personalization of both content and marketing. “That’s the big issue for everyone,” he says. “We want to maximize the impact for our business, but also be relevant so we’re not just clutter in consumers’ inbox or feed. Personalization or targeting is probably the big project for us in the balance of 2016.”

The intersection of mobile and video will continue to be a hot trend in digital shopper marketing, he says. “We see an increasing demand for video first and video everything,” Bausch says. “That intersection of smart phone and video is exciting but will also pose huge challenges because there’s a certain scale you need to crank out [for] the amount of high-quality video content that the consumer expects.”

“**There are always new platforms and networks.** … **We have to stay on top of what’s new while separating the hype from the reality of things that can actually impact our business.**”

Curiosity, an appetite to learn new things and being able to draw upon a variety of sources will help practitioners as they move forward, he says. In working with retailers, brands also need to rethink how they approach co-op advertising and spend more attention on meeting consumer needs and providing value to them. “Sometimes we’re still caught in the old paradigm of running FSIs and buying down prices, when I think we can provide a better solution that would be great for the consumer.”
LIFES2GOOD

Kaivan Dave, Director of E-Commerce
Dave is responsible for e-commerce activities for Viviscal, and oversees all the pay-per-click (PPC), search engine optimization (SEO), customer acquisition, web development, design and marketing for the company’s e-commerce stores. He has founded, invested in and advised a diverse set of companies in sectors ranging from consumer-packaged goods to social enterprise.

L’OREAL USA

Vivianna Blanch, Vice President, Integrated Consumer Communications, Multi-Cultural Beauty
Blanche oversees all TV, print, digital and social media planning and buying; leads the high-growth commerce direct-to-consumer channel, as well as multiplatform marketing partnerships/sponsorships. She also handles brand content and branded video platforms.

Marnie Levan, Assistant Vice President, Digital & Social, Maybelline New York

Rachel Weiss, Vice President, Digital Innovation and Entrepreneurship

LOWE’S

Stephen Carvelli, Vice President, Digital Technology

Gihad Jawhar, Vice President, Digital

Michael Ryan, Director, Digital Marketing and CRM

Brad Walters, Director of Social Media & Content Strategy

MARS

Andrew Capron, Vice President, Alternative Channels

Bill Dillon, Senior Manager, E-Commerce/Digital Markets

Amanda Zaky, Senior Manager, Interactive

MASCO

Tanuja Singeetham, Vice President of Digital Marketing
Singeetham leads all the digital marketing, social media, CRM, content and e-commerce initiatives for the BEHR and KILZ brands.

MASTER LOCK

Marti Gahlman, Director, E-Commerce
Gahlman launched the company’s first full-service website and helped to develop a successful strategy for e-commerce, digital marketing and related web services.
**MATTEL**

Hadi Abrishamchian, Senior Manager, E-Commerce & Digital Shopper Marketing

Abrishamchian accelerated Mattel’s focus on shopper conversion through digital marketing and e-commerce activities across all Mattel and Fisher-Price brands worldwide. He is now leading the end-to-end strategic planning, activation and adoption of Mattel’s global CRM initiative.

**MEAD JOHNSON NUTRITION**

Sherilyn Garrard, Manager, Social & Digital Consumer Programs & E-Commerce

**MEIJER**

Michael Ross, Vice President, Digital Shopping & Customer Marketing

Ross leads customer marketing, loyalty, marketing analytics, payment solutions, marketing, digital/mobile marketing strategies and emerging technology for the Grand Rapids, Michigan-based chain.

**MILLERCOORS**

Dilini Fernando, Digital Innovation & Marketing Manager

Fernando leads MillerCoors’ Digital Incubator, a pipeline of experimentation designed to identify and test progressive digital marketing and media solutions. She has leveraged startup technology in more than 40 tests to deliver game-changing class of trade solutions.

**MOEN**

Beau Warren, Vice President, E-Commerce

**Art Sebastian, Director, Digital Shopping**

Sebastian and his team are responsible for providing consumers with innovative ways to shop at Meijer across the e-commerce and digital landscape. This includes leadership across cross-functional teams, vendors and agencies.
MOET HENNESSY USA

Heather Bergstein, Director of E-Merchandising

An accomplished digital marketing expert, Bergstein leads e-retail strategy and planning for Moet Hennessy USA, focused on innovation, content and program development, and building e-retail capabilities across the company.

Isabela Gabaldon, E-Commerce Manager, Southeast Region

Kyle Yearick, Vice President, Trade Marketing

MOHAWK INDUSTRIES

Deonn Baker, Director of E-Commerce

Baker has 17 years’ experience in delivering results-driven strategy and conversion tactics for B2B and B2C. In 2015, she led an e-commerce business that grew 22% year-over-year with a current fill-rate of 99.31% of orders within 24 hours.

Amy Lutz, Director, Digital Marketing

MONDELEZ INTERNATIONAL

B. Bonin Bough, Chief Media and E-Commerce Officer

Cindy Chen, Global Head of E-Commerce Ventures

Oskar Kaszubski, General Manager, NA E-Commerce Sales

Janda Lukin, General Manager, Global E-Commerce

Valerie Oswalt, President, U.S. Sales

NBC UNIVERSAL STUDIOS

Joseph Eibert, Vice President, Digital Marketing

NESTLE PURINA

Linda Hervatin, Director, Shopper Marketing

Hervatin is responsible for shopper innovation for digital, next gen pet shoppers. She focuses her team on understanding emerging shopper trends and technology, identifying new opportunities to influence the pet shopper’s behavior and developing new shopper marketing capabilities for Nestle Purina Petcare.

Tanner Hobin, Digital Shopper Marketing Manager

Hobin leads the digital shopper and retail innovation landscape assessment including research and pilot testing of high potential emerging trends and technologies.

NESTLE USA

Ginger Guthrie-Wilson, Shopper Marketing Manager, Category & Shopper Center of Excellence

Joe Radabaugh, Division Vice President, Category & Shopper Excellence
NEWELL RUBBERMAID

Eric Long, Director, Global E-Commerce Experience & Operations

NORTHERN TOOL & EQUIPMENT

Nate Miller, Vice President, E-Commerce Marketing & Web Design

PEPSICO

Stamati Arakas, Senior Director, E-Commerce, Frito-Lay
Arakas is the e-commerce leader for Frito-Lay’s $14 billion snack portfolio, driving the company’s strategic direction and leading an e-commerce-dedicated, cross-functional team. He is responsible for driving online sales and share growth, owning relationships with key customers.

Trey Harshfield, Director, E-Commerce

William Holloman, Digital Marketing Manager

Ashwin Nathan, Senior Director, Digital, E-Commerce and D3 Studios

Elena Parlatore, Director, Quaker Digital & Social Marketing

Marisa Perez, Senior Director, Shopper Marketing, Digital Conversion & Program Activation
Perez leads program activation for both NA Beverages and Frito-Lay NA brands, leveraging insights to architect retailer-specific initiatives that drive growth for both its business and retail partners. She is also responsible for the new Demand Xcelerator team as well as how PepsiCo leverages and expands digital capabilities and omnichannel shopper marketing across the company.

Bavan Sarvendram, Senior Director, E-Commerce North American Beverages

Gibu Thomas, Senior Vice President, Head of Global E-Commerce

PERNOD RICARD USA

Tim Murphy, Vice President, Digital & Media

PFIZER CONSUMER HEALTHCARE

Bryan Chupp, Director, Digital Marketing
Chupp directs the digital marketing team that is responsible for creating and executing digital strategies for each PCH brand and launching capabilities, technologies and best practices that lift performance of all the brands.
Linda Coleman, Food Strategy Lead

Coleman develops and executes strategies incorporating marketing plans with shopper insights into actionable solutions for grocery retailers, including in-store and e-commerce solutions.

Tara Thomas, Director, Global Digital Strategy

PHILIPS

Kelly Downey, Vice President, Digital & Shopper Solutions

Downey is driving the evolution of Philips NA into a world-class leader in both digital and consumer care and marketing. She is responsible for the overall vision, strategy, operating plan, and execution for Philips NA digital excellence, consumer care, creative services and shopper marketing.

Erica Urrutia, Digital Center of Excellence Lead

Urrutia leads the digital center of excellence team at Philips with a focus on content and analytics. She is responsible for building digital capabilities and partnering with the brand and sales teams on strategy, plans, analysis and optimizations.

PINNACLE FOODS

Eric Rudolph, Director, Club and E-Commerce

Rudolph's objective is to drive Pinnacle portfolio and customer strategies using the e-commerce platforms to capture consumers throughout the path to purchase process. He recently delivered a Birds Eye frozen farm stand vision from concept to implementation.

PRICE CHOPPER

Heidi Reale, Director, Shopper and Digital Marketing

Reale collaborates with the retailer’s business intelligence, merchandising, loyalty marketing and CPG partners to identify emerging shopper trends and opportunities to drive the development of programs.

PROCTER & GAMBLE

Jordan Denton, Shopper Insights Senior Manager, NA, E-Commerce

Denton uncovers and activates powerful shopper and user experience insights that drive strategy, deliver breakthrough shopping experiences, and optimize initiatives for CPG at the largest e-commerce retailers in the industry.

Ashley Diamond, E-Commerce Customer Team Leader
Kristen Haun, Brand Manager, North America E-Commerce

Bruce Lux, Global Digital and E-Commerce Marketing Leader

Jason Partin, Associate Director, Global E-Commerce Marketing

RB

Matt Bell, Marketing Director, Europe & North America

Taryn Mitchell, Global Vice President of Sales, Digital Channel (E-Commerce)

REYNOLDS CONSUMER PRODUCTS

Brandi Pitts, Head of E-Commerce

Pitts is focused on building the e-commerce capability across the Reynolds Wrap and Hefty brand portfolios. She is leading the organization’s online retail strategy, digital brand building, shopper activation programs and content development to drive consumer engagement and demand.

SC JOHNSON & SON

Amy Dragland-Johnson, Director, Shopper Marketing

Dragland-Johnson leads the North America Shopper Marketing function for SC Johnson. The SCJ Shopper Marketing team partners with their global brand teams to deliver innovative, digital programming to their retailer customers and shoppers.

Tim Madigan, Director of Global E-Commerce (See profile on page 12)

Linda Palus, Senior Global Digital Manager

Jenny Roesner, Shopper Marketing Manager

Roesner currently leads SC Johnson’s shopper marketing efforts across the value, drug and e-commerce accounts. She has also supported mass and food customers in her role. Prior to this position, she spent 13 years in marketing at Target.

Grace Vines, Shopper Marketing Manager

SCOTTS MIRACLE-GRO

Kip Edwardson, Director of Digital Marketing

Edwardson leads digital marketing for Scotts Miracle-Gro, which has some of the most recognizable brands in lawn and garden. His team is primarily responsible for mobile, CRM, online advertising, web development, online reviews and email marketing.

SEVENTH GENERATION

Reid Greenberg, Director, Digital Strategy & E-Commerce

Lynnette Montgomery, Business Development Leader, E-Commerce
SHERWIN-WILLIAMS
Meghan Vickers, Director, E-Business Marketing

SOUTHEASTERN GROCERS
Mario Mijares, Senior Vice President, Digital Strategy and Loyalty

SUN PRODUCTS
Tim Blachowski, E-Commerce Team Leader
Blachowski leads Sun Products’ e-commerce strategy, vision and cross-functional action plans with the company’s key e-commerce customers and capability providers to help drive online growth and visibility for its brands.

Ken Krasnow, Vice President, Digital & Consumer Activation
Krasnow’s mission is to build omnichannel capabilities by setting strategy, creating ideas that command attention and developing tools to enable the seamless connection of brand messages from media to shelf.

Brendan O’Marra, Director, Digital and Promotion
O’Marra leads digital strategy across all brands in the Sun portfolio, including driving integration of national marketing and customer-driven efforts.

TARGET
Jason Goldberger, President, Target.com and Mobile

Lori O’Neal, Senior Group Manager, Digital Marketing

David Peterson, Senior Director, Target Media Network
Peterson’s team collaborates with vendor and brand partners to design, plan, execute and measure digital and omnichannel marketing/ad campaigns across all of Target’s digital channels.

Brent Rosso, Vice President, Digital Media

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 and Real Simple.

EC Melissa Cook, Senior Marketing Manager
Esther Hebbard, Client Solutions Director for ShopperLink
Hebbard leads the shopper marketing business practice at Time Inc. where she has developed and curated a host of media, measurement and activation solutions across grocery, mass, drug, dollar and e-commerce channels.

Holly Oakes, Brand Director
TIMEX
Sam Martin, Senior Director, Global Digital Marketing and Sales
Martin leads the digital marketing and sales globally for the Timex business. He helped grow DTC revenue by 94% while efforts to drive digital shopper marketing with key retailers yielded 52% top-line growth compared to the previous year.

TTI FLOOR CARE NORTH AMERICA
Jim Deitzel, Director, Digital Marketing

TYSON FOODS
Karen Doan, Senior Shopper Marketing Manager

Susan Wassel, Director, Consumer Engagement
Wassel is part of the marketing services group where she leads consumer engagement for Tyson brands. She works in partnership with Tyson agencies on brand and enterprise-level social media strategy, execution and reporting.

UBISOFT
Paul Audino, Senior Manager, Shopper Marketing

UNILEVER
Michelle Cracraft, E-Commerce Digital Manager
Jenna Spivak Evans, Associate Digital & E-Commerce Capabilities Manager
Maintaining an outside-in mindset, Evans scouts for new digital and e-commerce innovation to be applied across Unilever’s brands as well as in partnership with retail customers. She product manages capabilities to align with Unilever’s business needs and rolls out digital best practices to the organization.

Doug Straton, Vice President, Digital, E-Commerce/Omnichannel, Data
**WALSPAR**

**Stephen Strong**, Director of Digital

**WAKEFERN FOOD**

**Donna Zambo**, Director, Digital Commerce & Innovation

Zambo leads Wakefern’s e-commerce, mobile and digital initiatives and Price Plus insights program. Her key accomplishments include the deployment and ongoing success of ShopRite from Home via mobile, ShopRite Delivers, Mobile Scan mobile application and personalized digital coupons.

**MARK SCIORTINO, Divisional Vice President, Digital and Marketing Strategy**

**WALGREENS**

**Mark Angeloni**, Senior Manager, Digital Commerce Strategic Planning & Analysis

**Adam Kmiec**, Senior Director, Mobile, Social, Content & Performance Marketing

Kmiec leads the company’s strategy for how it delivers a customer-first approach to digital marketing across mobile, social, content and performance marketing. From SEO and SEM to its award-winning mobile app, the team is at the forefront of creating innovative ways to drive a meaningful return for the organization.

**Suzanne Caster**, Senior Manager, Online Development, E-Commerce, Sam’s Club

**Thomas Hoehn**, Senior Director, Digital & Social Marketing

**David Luebke**, Director of Digital Marketing

**Kelly Thompson**, Senior Vice President, Global Category Development & Merchandising Solutions

**Mark Williamson**, Director, Digital Activation & Partnership Marketing/Sam’s Club

**Cherise Ordlock**, Divisional Vice President, Digital Commerce

Ordlock is the general manager for the digital retail products and photo businesses across Walgreens family of digital properties. She leads the teams that are responsible for digital merchandising, strategy & planning, and omnichannel initiatives. She builds strategies and roadmaps to drive online sales, enable digitally influenced store sales, and enhance the digital customer experience.
**WD-40**

Paige Perdue, Director, Digital Marketing

Perdue has held various marketing positions in her 22 years at WD-40 Co. Since 2007, her focus has been on driving the company’s digital initiatives for all brand websites, social media, CRM, e-commerce and mobile.

**WHIRLPOOL**

Niels Aillaud, Head of Digital Marketing/CDO

Colette Matthews, Global Marketing Director-Connectivity and SMART Home

Brian Paul, Director & CIO, E-Commerce & Digital Marketing, Sales, Consumer and Appliance Care

**WILTON INDUSTRIES**

Sarah Bashaw, Director of Digital Marketing

Tim Bay, Vice President, Digital Marketing

Bay leads digital strategy across social media and e-commerce. He’s overseen the creation of Wilton’s strong digital community, engaging millions of consumers each month across social channels and becoming a top 2% brand on YouTube.

Rami Odeh, Director of E-Commerce Channel Management

**WM. WRIGLEY JR.**

Danielle Feinstein, E-Commerce Shopper Marketing Manager

Amber Spiller, National Account Manager, E-Commerce

**WONDERFUL**

Brien Grant, Senior Vice President, Digital

**WORLD KITCHEN**

Ken Bausch, Vice President, Global Digital Marketing

(See profile on page 18)

Andy Wang, Digital Marketing Manager

Wang leads global digital strategy across multiple sites and recently unveiled a newly designed WorldKitchen.com, which focuses on rich content experiences, “shoppable” content, and user-generated activity hubs for the company’s brands.

**YANKEE CANDLE**

Patrick Livingston, Director, E-Commerce Marketing