



As seen in

PATH TO PURCHASE
INSTITUTE
Shopper Marketing
p2pl.org

Who's IN MARKETING AT LEADING RETAILERS WHO

Our inaugural report focusing directly on top retailers identifies more than 100 executives, with expanded profiles of individuals from Rite Aid, Save Mart and IGA.

SAVE MART COS.: STEVE MOYLAN, Executive Director of Marketing

Steve Moylan has been a marketer for more than 25 years. He started on the agency side in account executive roles at DDB and Grey San Francisco, then became a senior account manager at EvansGroup Marketing Communications. Moylan then moved to the corporate side at Mervyn's, a division of Target. There, he led a 45-person marketing team as group marketing manager. He further honed his marketing expertise over 12 years at Safeway in functional leadership roles in advertising, marketing account management and shopper marketing. After a brief foray back into the agency side as senior vice president and director of the food B2B practice at Ketchum, he returned to the supermarket business in March as executive director of marketing for The Save Mart Cos. in Modesto, California.

How would you describe your new role at Save Mart?

Moylan: I lead the marketing function for the company. That encompasses all of our retail banners, including more than 200 locations across northern California, the Central Valley and northern

Nevada. The role includes everything within the marketing function, including brand, shopper marketing, digital and mobile marketing, loyalty, advertising, sponsorships, events, etc.

How has this experience been different than your previous functional roles within marketing for larger companies?

Moylan: It's certainly the scope of responsibilities. And this will sound funny, but you need to be much more deliberate in the choices you make in terms of marketing and investment strategies. You really have to limit the opportunity to not be successful.

Any signature projects you're working on right now?

Moylan: I arrived here right in the middle of a company transformation with an eye on the future. We've invested significantly and have a very defined banner strategy. So we have Save Mart Supermarkets with a new brand strategy. We're launching and refining a new concept store for our Lucky banner. And we're refreshing all of our FoodMaxx stores.

Photo by Timothy Shonnard



ICON KEY

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Institute member

In your current role, do you have any advice for brands that want to work with your organization?

Moylan: The easy advice is to pick up the phone and find out how we align on objectives. We're a smaller regional player and we don't apologize for it. But it can and probably should work to our advantage and for any brands or suppliers who want to work with us. If we focus on the right success measures and execution, our size should provide benefits for us both in allowing test-and-learn opportunities and in program deployment and activation.

How are you tackling the omnichannel landscape?

Moylan: Right now, our focus is on transforming the in-store experience to ensure every shopper's visit is consistent and remarkable. We're heavily investing in renovating the stores. But all that said, we are hyper-aware, observing and in some cases engaging on omnichannel. Testing it ourselves but also watching for a profitable grocery model to emerge. It doesn't mean we're sitting on the sidelines. We're just being deliberate in how we're going to invest both in time and budget.

What challenge in your career were you most proud to overcome?

Moylan: It was in my first marketing management role. I can readily admit how unprepared I was. You have to figure out all of these things simultaneously, none of which you're fully prepared for: the leadership, the strategy, figuring out your own voice, ensuring that you're being brand-consistent, the vision. You hit a number of different sink-or-swim moments where you could drown at any time. And it seems overly simplistic, but you screw some things up, you learn along the way and you don't let it consume you.

How has your varied agency and corporate background been an asset for your career?

Moylan: I have a unique empathy for both sides of the table, largely because I know how the decisions get made on both sides. But it also allows me to filter out a lot of the hyperbole. I tend to be a pretty open leader. I tend to say what's on my mind ... appropriately.

7-ELEVEN

Angela Carrales, Senior Director of Marketing

Laura Gordon, Vice President, Marketing and Brand Innovation

Gordon leads insights, brand marketing, targeted marketing (digital, social media, local) and loyalty efforts at the company. With programs like "Bring Your Own Cup Day," "7Rewards Week" and "Awesomeness Guaranteed," her team is creating new experiences to attract, engage and retain customers.



ACE HARDWARE

Jeff Gooding, Senior Director of Marketing and Advertising

AHOLD USA

Carrie Bienkowski, Chief Marketing Officer/ Senior Vice President of Marketing, Peapod

Bienkowski oversees the marketing strategy and operations to drive new customer acquisition, retention and loyalty. She is charged with creating a differentiated customer experience and optimized customer journey across multiple platforms and devices, and delivering data-driven insights that generate growth.



Linda Crowder, Senior Director, Peapod Interactive

Crowder is responsible for leading all of the third-party partnerships for Ahold USA's Peapod online grocery. She works with manufacturers and media partners to deliver strong values and engaging content to Peapod shoppers.



Gregg Dorazio, Director of Brand Marketing

Amy Hahn, Senior Vice President of Marketing

Hahn is a passionate leader who thrives on driving positive change and growth. She leads development in strategic marketing, market insights & analytics, media, brand development, digital innovation and loyalty.



Jeff Sigel, Vice President, Brand & Marketing Planning

Sigel is responsible for calendar planning, brand positioning and customer messaging for the Ahold banners.



Matt Simon, Vice President, Loyalty & Digital Marketing

Simon leads the team that runs the development of strategy and execution for the core customer loyalty program, personalized offerings, and digital marketing and innovation efforts across the Ahold USA portfolio of local brands.



ALBERTSONS COS.

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Heidi Greenwald, Manager, Customer Marketing, Shaw's

Karl Meinhardt, Vice President, Social & Digital Marketing

Meinhardt oversees all aspects of digital and social strategy and marketing. Having built the team from scratch, he has led it to award-winning social engagement programs, nominations for innovation and a reputation in the CPG vendor community as the "go to" team for leading-edge customer experiences.



Karen Sales, Vice President of Marketing and Shopper

Sales has leadership of all national marketing initiatives, shopper marketing vendor negotiations, strategic planning and marketing execution for the 2,300-plus Albertsons Cos. stores.



Shane Sampson, Executive Vice President, Marketing & Merchandising, Chief Marketing Officer

B

BARNES & NOBLE

Matt Kassan, Director of CRM Marketing



Kassan drives customer activation, ongoing engagement and retention via the email and push notification channels. He previously worked in brand management and e-commerce at Nintendo, Blizzard Entertainment and The Walt Disney Co.

BED BATH & BEYOND

Jim Halliday, Vice President, Digital Marketing

Scott Hames, Senior Vice President, Marketing and Analytics

Tom Kuypers, Vice President of Digital Marketing & CRM

BEVERAGES & MORE

Hana Kim, Director of Marketing



Kim leads the strategy, positioning and marketing initiatives for the company and oversees the development of its integrated omnichannel marketing programs to deliver on KPIs. She manages the annual planning process, and leverages data and insights to drive engagement and build loyalty with shoppers.

Tamara Pattison, Senior Vice President, Chief Marketing and Information Officer



Pattison is responsible for the management of BevMo's newly combined marketing and technology functions and the evolution of its customer-driven omnichannel strategy including digital and mobile commerce, social media, loyalty and personalization.

BIG LOTS STORES

Andrew Stein, Senior Vice President, Chief Customer Officer and Chief Marketing Officer

BIG Y FOODS

Harry Kimball, Director of Database Marketing

BJ'S WHOLESALE CLUB

Bari Harlam, Executive Vice President, Membership, Marketing & Analytics

BROOKSHIRE GROCERY

Chris Hardin, Director, Brands and Consumer Strategy

Neal Leonhardt, Executive Vice President of Sales and Marketing

C

CABELA'S

Andrea Grant, Director of Digital Marketing

CARPET ONE FLOOR & HOME

Janice Jacobs, Vice President of Marketing



Jacobs leads the brand's marketing strategy to attract, engage and convert shoppers into customers. Her team launched an industry-leading website, with 800-plus microsites for locally owned stores. She has more than 20 years' marketing and merchandising experience with CVS, Staples and Ross Stores.

CASEY'S GENERAL STORES

Mike Richardson, Vice President, Marketing

COBORN'S

Dennis Host, Vice President, Marketing

COSTCO WHOLESALE

Paul Latham, Senior Vice President, Membership, Marketing Services

Amy Norton, Director, Online Marketing

Robin Ross, Senior Director, Corporate Marketing & Membership

CVS HEALTH

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Norman de Greve, Senior Vice President/Chief Marketing Officer



De Greve is responsible for developing and implementing a comprehensive marketing strategy across the enterprise that builds the CVS Health brand and clearly positions the company as the preferred pharmacy innovation company.

Heidi Devlin, Vice President, Advertising, Retail

Devlin joined the company more than 30 years ago. She assumed her present position in 2002. In this role, she oversees advertising for the company's Retail division which consists of more than 7,800 retail stores.

Brett Gerstenblatt, Vice President, Executive Creative Director



Gerstenblatt played a core role in the development and launch of the CVS Health brand and the company's campaign to exit tobacco. He works with senior leaders to promote the company's purpose, strategy and values, and leads the ideation and implementation of brand identity systems, marketing campaigns and customer experiences.

Whitney Hardy, Vice President of Marketing + Enterprise Brand

**Grant Pill, Vice President,
General Manager of
Digital Omnichannel
Retail Business**



Pill holds overall strategic and operational responsibility for digital strategy, e-commerce and online merchandising, retail digital engagement, personalization technology & omnichannel operations functions. He leads a large team with passion for the customer and deep knowledge of business to create a leading personalized, health and beauty omnichannel customer experience with a business model that drives significant organizational growth.

**Diego Vaccarezza, Senior Director,
Retail Pharmacy Marketing**

D
DIERBERGS MARKETS

**Jamie Collins, Vice President,
Marketing and Advertising**

DO IT BEST

**Andrew Hufford,
Advertising Director**



Hufford is responsible for overseeing the customer marketing, print and digital advertising programs offered to the 3,800 independent member-owned locations that make up Do it Best Corp.

DOLLAR GENERAL



**Dave Stewart, Vice President,
Marketing**

F
FAMILY DOLLAR STORES



**Matthew Martin,
Vice President,
Marketing & Customer
Experience**



**Donald Smith, Vice President,
Marketing**

FOOD LION



**Neil Norman, Director
of Customer Loyalty &
Shopper Marketing**



Norman's team launches one-to-one multichannel segment campaigns throughout the year designed to cultivate customers to new levels of loyalty using behavioral and attitudinal insights. It also works closely with CPGs and category and merchandising teams to deliver co-marketing events in-store and online digital events that bring excitement to the customer shopping experience.

**FRESH THYME FARMERS
MARKET**

**Colein Whicher, Director of Marketing
& Strategy**

G
GELSON'S MARKETS

**Yvonne Manganaro, Senior Director
of Marketing**

GOODYEAR TIRE & RUBBER

**Michael Dauberman, Senior Director,
Shopper & Interactive Marketing**

H
HANNAFORD

**Mark Bradeen, Director of
E-Commerce & Digital Marketing**

**John Giaquinto, Director of Customer
Loyalty**

**Julie Girard, Manager of Customer
Loyalty**

HARRIS TEETER

**Chuck Corbeil, General Vice President,
Marketing**

**Steve Kent, Director of Advertising/
Creative**

H-E-B

**Chris Cecchine, Director
of Targeted Marketing
and Shopper Loyalty**



Cecchine joined the strategy and loyalty team at H-E-B earlier this year. His previous 17 years with the company include various positions such as director of merchandising and marketing, director of operations, director of customer service, and store leader. He is currently focused on evolving targeted marketing efforts to further enhance shopper loyalty.

**Twyla Lusk, Director,
Strategy & Shopper
Loyalty Development**



Lusk has served H-E-B for 18 years and has experience in grocery and general merchandise procurement management. In 2006, she began the strategy & shopper loyalty team, which has established targeted shopper marketing as a viable platform.

**Paul Tepfenhart,
Vice President,
Omnichannel Retail**



Tepfenhart leads the retailer's omnichannel retail efforts including business functions of P/L, merchandising, strategy, innovation, supply chain, and technical systems for "click and collect," local home delivery, ship to home, and omnichannel store shopping tools across five apps/sites.

RITE AID: JOHN LEARISH, Senior Vice President, Marketing

As part of the Rite Aid family for more than 22 years, John Learish has seen the drugstore chain through many seasons. He joined the retailer in 1994 in marketing, then in 2002 assumed responsibility for all advertising, promotions, point-of-sale and special events. The senior vice president of marketing is part of a veteran leadership team that is guiding Rite Aid forward, with its best results in years. Known as the “primary architect” of the chain’s loyalty program, which has been a key element in the organization’s renewed growth, he’s also overseen the implementation of many technological innovations and its wellness store format, bringing a new shopping experience to drugstore customers.

What does your role look like today?

Learish: I’m responsible for developing overall brand and promotional strategy, directing external agencies and leading the team responsible for the successful execution of marketing plans.

How does your highly successful loyalty program drive what you do?

Learish: Wellness+ with Plenti continues to be the overarching marketing and promotional umbrella from which most of our marketing strategies originate. It drives our CRM program, our weekly circular and promotional executions, and has enabled very sophisticated programmatic targeting of our digital media.

Tell us about your KidCents program.

Learish: Customers can round up their purchases in-store and online to the nearest dollar, with their change going to KidCents, a program operated by The Rite Aid Foundation to financially sup-

port 501(c)(3) charities that benefit children’s health and wellness. Through one partnership with Folds of Honor, which provides educational scholarships to children of fallen and disabled veterans, the foundation has committed \$6 million dollars to date.

What are you most proud of during your 22-year tenure?

Learish: I especially relish the role I’ve been able to play in helping Rite Aid successfully complete a very difficult and, in many eyes, unlikely turnaround.

Rite Aid has had ups and downs throughout that time. How have you worked through them?

Learish: Through strong leadership, a sound business plan that included rebuilding a solid foundation, honest and consistent communication with all of our stakeholders, and an incredible team, we were able to right the ship and position Rite Aid as a leading retail healthcare company.

What motivates you through the challenges?

Learish: Rite Aid has long been a challenger brand. We’ve had to find different ways to go to market, do it faster, take smart risks and innovate differently in order to effectively compete and win. I love the twists and turns the business takes, and the challenge of reacting to those changes to continue to drive results.

What advice do you have for brands that want to work with your organization?

Learish: We’re very collaborative. We recognize and appreciate the

Photo by Jennifer Stumbaugh



resources that our partners bring to help drive our mutual businesses.

What do manufacturers need to bring to the table?

Learish: We need our partners to understand our business and marketing objectives, draw from their experience and resources to bring us consumer insights and learnings to leverage, and help us develop unique and disruptive strategies to drive both our businesses.

Does your team expect brands to work within your programs, or pitch their own?

Learish: It's a bit of both. Either way, we win when we can present the program to our customers in a way that is unique to Rite Aid, and aligns with our brand and business priorities.

How are you staying relevant in this omnichannel landscape?

Learish: Digital channels have become increasingly important and command larger shares of our mix. The combination of our robust loyalty data and the ability to target media programmatically has dramatically changed the way we're able to reach our customers in contextually relevant ways.

Explain your heavy investment in the new service framework and your tagline "With Us, It's Personal."

Learish: It's harder and harder to keep customers loyal. There are far too many retail choices and not enough differentiation to own a shopper's wallet. Fortunately, we have the opportunity to win shoppers' hearts and minds through the relationship they have with their pharmacist and pharmacy teams.

What do you see in retail's future?

Learish: Data will continue to be king. Retailers that best learn to leverage the attitudinal and transactional behavior of their customers to deliver relevant, personalized, timely and valuable content to their customers will win. They'll utilize their customer data to make decisions throughout the organization, and the key customer takeaway will be, "That store gets me, and I don't need to shop around."

HOME DEPOT

Dave Abbott, Vice President, Integrated Media/Online Marketing

Kevin Hofmann, President – Online & Chief Marketing Officer

HY-VEE

Donna Tweeten, Executive Vice President, Chief Marketing Officer



Tweeten notes key successes as the loyalty program launch, industry-leading sales growth, and helping evolve the company's brand with *Seasons* magazine and digital assets that garner some of the highest numbers of social media followers in the industry.

IGA

Heidi Huff, Director of Marketing
See profile on page 10

INGLES MARKETS

Jeanne Heithold, Director, Customer Marketing

K

K-VA-T FOOD STORES

Dan Gleib, Executive Vice President, Merchandising & Marketing

KOHL'S

Emily Larsen, Senior Vice President, Marketing

KROGER

Natalie Ream, Vice President, Customer Communications & Marketing

Heinrich Stander, General Manager, Digital Customer Solutions, E-Commerce and Mobile

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

Joseph Wood, Vice President, Marketing, Roundy's Supermarkets



Wood was instrumental in the launch of the company's loyalty platform nearly 25 years ago. Today he leads the organization's customer communications through print, broadcast, digital and social media, all with an eye on personalization and relevancy.

KUM & GO, L.C.

Megan Elfers, Vice President, Marketing & Communications

Chris Jones, Senior Vice President, Marketing

KWIK TRIP

Gary Gonczy, Director of Marketing and Advertising

L

LOWE'S

Marci Grebstein, Chief Marketing Officer



Grebstein is responsible for developing integrated marketing and communications strategies, including leading digital marketing, consumer relationship management, content strategy and development, and all advertising and media for the U.S. home improvement business.

Paula Summers, Director, Category Marketing



Summers has been involved in the shopper marketing arena most of her career, both as a manufacturer and a retailer. She is excited to bring this expertise to Lowe's and continue the evolution of shopper marketing with its vendor partners.

Shannon Versaggi, Vice President, Media and Planning

LUND FOOD HOLDINGS

Phil Lombardo, Chief Marketing and Merchandising Officer

LUXOTTICA GROUP

Laurent Boury, Vice President, Marketing North America

Joe Pflanz, Vice President, Omnichannel and E-Commerce

M

MARSH

David Palmer, Senior Vice President – Marketing, Sales & Advertising

MEIJER

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Lanny Curtis, Director, Customer Marketing



In 26 years with Meijer, Curtis has long been engaged with both shopper insights and the use of digital capabilities. He currently oversees targeted promotions, managing digital content, multiple communication channels and business intelligence tools.

Lisa Henriksen, Senior Vice President, Marketing

Nicole Laughlin, Vice President of Brand Development and Marketing

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.

MICHAELS STORES

Stephen Carlotti, Executive Vice President, Marketing

Michael Cooper, Vice President, Customer Marketing and Insights

O

O'REILLY AUTO PARTS

Doug Ruble, Vice President, Marketing

OFFICE DEPOT

PATH TO PURCHASE
INSTITUTE

Carolina Raineau, Vice President of Brand Strategy and Digital Marketing

Eduardo Souchon, Senior Director, Category Management, Omnichannel, and DMM for Copy and Print



Souchon defines the vision, strategic role and intent of product/service categories across all channels based on shopper/market insights.

P

PETCO

Karime Benaissa, Vice President, Digital Marketing & E-Commerce

Susan Dawson, Vice President, Media and Creative

Tim Moynihan, Director of Brand Marketing



Moynihan leads the team responsible for driving brand marketing strategies and integrated marketing plans for the multiple banners of this leader and innovator within the pet specialty retail marketplace.

PETSMART

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Brent Cooke, Vice President of Loyalty, CRM & Marketing Insights

Joice Wirkus, Vice President, Marketing

PRICE CHOPPER

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INSTITUTE

Blaine Bringham, Senior Vice President, Sales, Merchandising and Marketing



PUBLIX SUPER MARKETS

Mark Irby, Vice President, Marketing & Advertising

R

RACETRAC

Melanie Isbill, Executive Director of Marketing

RALEY'S

Kevin Curry, Senior Vice President Sales, Merchandising and Marketing

Bob Mariano, Director of Omnichannel Production

RITE AID

Gerard Babitts, Senior Director, Digital Marketing

John Learish, Senior Vice President of Marketing *See profile on page 6*

S

SAVE-A-LOT

Jill Dearing Beckmann, Vice President of Marketing and Advertising

Danielle Bateman Girondo, Senior Director of Marketing and Advertising



Girondo is responsible for marketing strategy, omnichannel marketing, marketing operations and marketing relationship management. She has also just assumed the responsibility of shopper marketing.

SAVE MART COS.

Layla Kasha, Director of Marketing and Advertising



Leading the teams responsible for shopper marketing and creative services, Kasha oversees program development and multichannel campaign integration. This includes working collaboratively across the multiple merchandising teams within the retail banners that make up the Save Mart Cos.

Steve Moylan, Executive Director of Marketing *See profile on page 2*

Kim Musgrave, Director of Customer Engagement & Promotions



SCHNUCK MARKETS

Tracy Bowler, Vice President, Marketing Operations



Bowler develops the marketing strategies focused on driving trips and sales. Promotional and operational areas are her key focus in ensuring a seamless end-to-end experience. Her passion is providing customers with an experience that exceeds their expectations.

Andrew Nadin, Chief Marketing Officer

SEARS HOLDINGS

Bill Kiss, Senior Vice President, Chief Marketing Officer, Head of Omnichannel and E-Commerce

SOUTHEASTERN GROCERS

Sharry Cramond, Executive Vice President of Marketing & Communications



Cramond oversees the planning, execution and management of all marketing and communications functions to drive sales, build the brand and engage associates.

Mario Mijares, Senior Vice President, Digital Strategy & Loyalty

SPARTANNASH

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Ron Cox, Director, Consumer Marketing and Planning



Cox is directly responsible for all one-to-one marketing initiatives within the organization. With more than 25 years of CRM experience, he leads a team that manages the loyalty, e-commerce and analytic activities for the company.

SPROUTS FARMERS MARKET

Shawn Gensch, Chief Marketing Officer

STAPLES

Christine Mallon, Vice President, Retail and Online Marketing

SUPERVALU

Chad Ferguson, Vice President, Marketing and Consumer Insights



Ferguson is responsible for corporate and retail banner marketing and insights, private brands marketing, digital customer experience for web, mobile, social, email and e-commerce. He also leads the retailer's efforts in retail strategy, customer research, sampling and promotional income.

T

TOPS MARKETS

Diane Colgan, Senior Vice President, Marketing & Decision Support



Colgan oversees the company's brand portfolio and all marketing activities including strategy development, communications, advertising, promotion, digital engagement, shopper marketing and private brands. She also leads the decision support teams on pricing and business analytics.

TRUE VALUE

Blake Fohl, Chief Customer Officer, Senior Vice President of Marketing

U

ULTA SALON, COSMETICS & FRAGRANCE

Linh Peters, Senior Director, Loyalty Marketing and Strategy



V

VERIZON WIRELESS

Karen Hadley, Associate Director, Partnerships

W

WAKEFERN FOOD

Karen Gozzi, Vice President, Social Media, Digital Advertising and Content Creation

Steve Henig, Vice President, Corporate Merchandising and Marketing



Henig began his career at Wakefern in 1991 in the general merchandise division. He has been in his current post since 2011 and is responsible for the company's corporate sales and marketing programs, private-label sales, shopper marketing department and loyalty marketing efforts.

WALGREENS

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Amy Spears, Divisional Vice President, Creative Advertising and Marketing

IGA: HEIDI HUFF, Director of Marketing

Training and practicing as a paramedic isn't a typical route to a role in marketing, but Heidi Huff is proud of the path her career has taken. After five years as a paramedic, she worked in the restaurant industry and then took some time off to stay home with her daughter. Mentioning to an acquaintance that she wanted to get back into the business world, it turned out that he was seeking someone outside the grocery industry to build consumer marketing programs at IGA (Independent Grocers Alliance). The fact that she would be one of the only shopper moms on staff was also a plus. "Being a paramedic is about taking care of people and them knowing they are in good hands," says Huff. "And the restaurant business, that's all about customer service. Today, I'm still focused on caring for individuals – small business owners – and making sure their independent grocery stores are thriving."

You are currently director of marketing. What is that role like?

Huff: Very broad. I manage everything from the marketing programs created for our retailers to the relationships that IGA has with CPG/manufacturing companies and select service providers.

In your eight years and counting with IGA, what is something you're most proud of?

Huff: IGA's Performance Insights program – our nationwide, coor-

dated promotional program designed to build sales revenue and capture new data points.

Why is it important?

Huff: Performance Insights is a shopper marketing program that brings national brand offers to IGA shoppers. Additionally, it allows IGA to gather data from 600 of our independent retailers. This has never been done before.

And with that data ...

Huff: We create even bigger programs. We can share insights with brands and work with them to create IGA-specific shopper marketing offers. It's key because independent retailers typically do not get the attention that large chains might.

What other projects are you working on?

Huff: Digital offers. Shoppers receive an email with personalized offers for the week. It aggregates coupons and gives brands opportunities to do some specific offers for IGA.

What would you like brands to know about IGA?

Huff: Think differently about us because IGA is made up of 1,100 independently owned and operated stores across the country. We are not your traditional grocery chain.

Photo by Brian Morrison



WALMART

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John Boswell III, Senior Vice President, Marketing, Insights & E-Commerce, Sam's Club

Chad Fox, Vice President of Advertising

Matthew Parry, Senior Marketing Director – Customer Experience & Shopper Marketing

Parry leads the retailer's shopper marketing and in-store customer experience/engagement efforts. He also leads shopper strategy and customer insights, digital, technology and omnichannel in-store integration. His goal is to build a customer experience innovation team to deliver multiple in-store experience and technology pilots.



Tony Rogers, Senior Vice President and Chief Marketing Officer of Walmart U.S.

How so?

Huff: In many marketing instances, we go to market differently. This is an opportunity for brands to be able to work with independent grocers and leverage our size and scale. We can be successful together, but we won't necessarily get there in the traditional way. Come on, this can be fun!

Should brands bring their own programs, or be prepared to work with yours?

Huff: Both, and sometimes together we create something totally new. Our office is small and nimble yet our retail footprint is large in scale. IGA is a great place to test and learn.

Can you name a professional challenge?

Huff: Learning the grocery business. I did, and still do, ask a lot of questions. Equally important is to listen to the answers and what independent retailers need.

And a personal success?

Huff: Continually increasing impact from an unconventional starting point in a very traditional business.

What motivates you?

Huff: Knowing that what we do helps small businesses across the country.

What changes have you seen in shopper marketing?

Huff: From the brands in charge to now the shopper being in charge. She knows what she wants and where she can get it. We will only be stuck if we cannot see this and adapt.

What about shopper marketing gives you pause?

Huff: Are we doing it right? Are we guiding our retailers in the right direction? Are they listening? What is the "magic bullet" that will keep independent grocers not only surviving but thriving in today's environment? We feel very responsible for helping IGA retailers do well.

That responsibility inspires you?

Huff: Everyone knows I am always fighting for them. I feel very passionate about my ownership – "my" retailers, "my" partners, "my" wholesalers. I am here for them and will go to bat for them, making sure they are successful.

Jamie Sohosky, Vice President, Marketing, Customer Experience



Sohosky works to create a simple, engaging and seamless shopping experience at retail locations. She is responsible for shopper marketing, visual merchandising, re-tailtainment, store innovation and technology, and store/format-specific marketing.

WEGMANS FOOD MARKETS

John Derby, Director of Advertising

Tom DiNardo, Vice President, Sales, Marketing, Pricing

WEIS MARKETS

Brian Holt, Vice President, Marketing, Advertising & Public Relations

WHOLE FOODS MARKET

Sonya Oblisk, Global Vice President of Marketing

Keith Stewart, Senior Director of Marketing