The following individuals lead the shopper marketing efforts at manufacturers and retailers. Some work at Fortune 500 companies; others work for smaller but equally shopper-focused CPGs. Included are an array of titles and varieties of firms – from classic CPGs to electronics and cookware. What they have in common is their focus on the shopper.
7-ELEVEN INC.

- **Rob Chumley, Vice President, Retail/ Business Innovation**

20TH CENTURY FOX

- **Hilarie Hildebrandt, Vice President, Retail Marketing**
  Hildebrandt currently oversees the team-selling strategy that 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 “Avatar,” “Star Wars,” “X-Men,” “Ice Age” and “Sons of Anarchy.”

ABBOTT LABORATORIES

- **Oscar Herrada, Senior Team Leader, Shopper Marketing**
  Herrada leads shopper marketing across all customer teams for the Abbott Nutrition Products Division. He and his team develop shopper solutions for category platforms and new item introductions, as well as promotional program support. Herrada has previously held leadership positions at Hasbro, Nestlé Waters and PepsiCo.

- **Jamie B. LaRue, Director, Shopper & Category Development**
  LaRue leads an integrated organization of shopper marketing, shopper insight and category management at the Abbott Nutrition Products Division. He leverages shopper-based insights and analytics with customers to identify and act on category growth opportunities for Abbott brands.

AHOME USA

- **Tim Dorgan, Vice President & General Manager of Peapod Interactive**
  Dorgan oversees all shopper marketing programs executed through Peapod, including test and learn, targeted promotional events, sampling and e-Commerce analytics.

- **Rebecca Kane, Vice President, Customer Specific Marketing and Digital**
  Kane oversees the development of digital and loyalty strategies.

- **Ken Kaufmann, Senior Director, Customer Specific Marketing – Innovation**
  Kaufman leads the innovation team responsible for identifying, designing, and testing new technologies and loyalty programs.

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

ALCON

- **Jeremy Brown, Senior Manager, Shopper Marketing**

- **Shawn Millerick, Director, Marketing & Category Insights**
  Millerick oversees shopper marketing, category insights, and customer strategy and planning for Alcon’s OTC products. His team works with the sales teams and retailers to engage the shopper both in- and out-of-store.

ANHEUSER-BUSCH

- **Jim Tietjens, Senior Director, Trade Channel Marketing**

BARILLA AMERICA

- **Debbie Zefting, Director, Shopper Marketing, NA**

BAYER HEALTHCARE

- **Steve Morante, Director of Customer and Shopper Development**

BEIERSDORF INC.

- **Laura Cammarota, Senior Shopper Marketing Manager, Mass Channel**

BROWN-FORMAN CORP.

- **Christa Bryant, Director, Channel and Customer Marketing**

- **Jason Cross, Manager, Channel & Customer Sales Promotion**

- **Bob Krall, Vice President, Channel Sales Director - Casual Dining**

- **Sharon Yowell, Category Development Manager**

BUMBLEBEE FOODS

- **David Melborne, Senior Vice President, Consumer Marketing**

BURT’S BEES

- **Spencer M. Blaker, Global Director, Retail Marketing**
  Blaker is charged with re-focusing the look of Burt’s Bees’ brands and at-shelf communication. He helps coordinate the activities of Burt’s sales, marketing and creative teams with its retail partners. He has 20 years of CPG industry experience with companies ranging from Dreyer’s to RJR Nabisco. He is a 2013 Shopper Marketing Hall of Fame inductee.

BUTTERBALL

- **Kyle Lock, Director, Retail Marketing**
Joan Francolini began her career in retail as a teenager. Working at a shoe store and then at a fruit retailer called the Big Banana, she gained what she now calls valuable experience. After college and non-profit, radio and agency stints, she made her way back to the store, but on the CPG side with Nabisco, then a division of Kraft Foods. Still with Kraft 17 years later, she’s held positions in consumer promotions, packaging, global marketing services, consumer relationship marketing and, most recently, shopper marketing.

Francolini has dual responsibilities in her current role. She leads shopper marketing for the Target account and also fills a more centric role to define policy and best-in-class practices, maximize linkages across Kraft (marketing/shopper insights/media) and develop multi-brand shopper programs. “Having both roles truly provides a great perspective on how to use shopper marketing to drive sales, win with the customer and win with the consumer,” she says, revealing that the 20 people who focus on shopper marketing within Kraft all report in to sales.

Francolini has seen a “very broad view of Kraft,” not only working across many functions, but with partners, agencies and vendors to truly understand what it takes to get each job done. The shopper marketing group’s key partner is the sales team, but its work with the shopper insights group is also critical, she says. “Depending on the campaign, we may engage with consumer insights, finance, Kraft Kitchens, media planning and strategy, consumer relationship marketing, packaging, supply chain and in-store merchandising.”

Francolini says Kraft executed good shopper marketing with the launch of its Gevalia coffee brand at retail. For years, the brand had been available direct-to-consumer online and via mail, but Kraft wanted to enter the premium coffee segment at retail, she says. “Our objective was to launch our new retail product, generate awareness of the Gevalia brand and drive consumers to the store,” she says.

Pre-launch activities included advertising and incentives across digital, in-store and print media. “We also took the effort to social media,” she says, engaging with bloggers to create buzz and drive awareness by partnering for a giveaway via a retailer’s Facebook page. The result: 23,000 samples were distributed in six hours. “Our launch plan replicated the pre-launch plan, with ‘heavied-up’ in-store activities with merchandising,” she says. “We were thrilled with the results as trial, repeat and share were highest among all national plans.”

On the flip side, she points to a recent shopper marketing campaign that had to be changed midcourse based on merchant response. “We developed this program with a CPG partner, based on an insight that drove basket size,” she says. “The merchant from one team was aligned, but the second merchant did not want to participate. Thus, we had to reinvent a large partner-based program, reframe it and come back with a brand-specific program.”
Rosa Ziebell says she’s well-prepared to guide the shopper marketing efforts at cookware manufacturer Meyer Corp., having gained varied experiences at Clorox, Clif Bar, AAA and most recently Del Monte. She’s tasked with building demand for multiple brands (including Anolon, Circulon, Cake Boss, Rachael Ray and Farberware) while serving as the consumer/shopper expert for the organization. Her team includes brand management, social media, e-commerce, public relations, creative services and trade/consumer events.

Cookware has unique shopper marketing demands, Ziebell says. In the gourmet segment, pre-shop is critical because shoppers are not in the market for a $200-$400 set of cookware very often. Education is critical, as shoppers need assistance in learning about cookware that’s right for them. “We aim to inspire shoppers with culinary content that makes a pan come alive, and also makes the home chef shine,” she says. “We amplify the pre-shop phase with exceptional photography, recipes and videos to stimulate the creative juices and communicate the brand’s point of difference.”

Ziebell says Meyer also plays an active role in what she calls “to store.” “Because the category is very channel specific, winning the trip will strongly impact getting consumers in front of your brand,” she says. “This is especially key for the moderate segment in the mass merchant environment. Based on how the shopper shops, we have found social media and digital tactics to be the most effective. You don’t want to advertise when she isn’t in the shopping mindset; online vehicles allow you to target her when cookware is relevant.”

Ziebell is proud of Meyer’s partnership with a mass retailer and celebrity chef Rachael Ray. Meyer needed to boost traffic to the housewares aisle and executed a program that included digital banners, search, recipes and chatter on the social media locations of Meyers, the retailer, and Ray. “We drove traffic to the retailers’ dot-com and to the bricks-and-mortar store,” Ziebell says. “To top it off, Rachael used her products on her TV show and mentioned the promotion on her show in the middle of her chili recipe. The results were unprecedented and set the stage for the company to invest more in the discipline.”

At Meyer, Ziebell says consumer brand management orchestrates shopper marketing initiatives in close collaboration with sales teams and other marketing experts. There are 45 marketing teammates at Meyer. “Our social media team develops Facebook and Pinterest components, and our retail dot-com team works with our customers to improve the path to purchase on retail websites,” she says. “For our gourmet brands, we also have a team of brand ambassadors that can champion the message directly to store associates and consumers at department stores.”
CAMPBELL SOUP/PEPPERIDGE FARM
- Mimi Dixon, Senior Group Manager, Integrated Shopper Marketing
- Kim McGough, Senior Group Manager, Integrated Shopper Marketing
  McGough is part of Campbell’s integrated Shopper Marketing (iSM) team, which covers shopper marketing for national grocery including Kroger, Publix, Meijer and Target.
- Chris McGown, Senior Group Manager, Integrated Shopper Marketing
  McGown has held brand marketing roles for Campbell’s Swanson, V8 and Chunky soup brands.
- Brian Sullivan, Director, Integrated Shopper Marketing

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

CHURCH & DWIGHT
- Dan Bracken, Director, Marketing Services
  Bracken is a member of the Shopper Marketing Hall of Fame.
- Len Guberer, Senior Manager, Sales Operations
- Cindy Manzo, Shopper Marketing and Merchandising Manager

THE CLOROX CO.
- Sara Gilbert Leonard, Director, Retail Consumer Marketing, Walmart Inc.
- Camille Monson, Team Lead, Shopper Marketing
- Charles Mordy, Director, Shopper Engagement, Walmart

THE COCA-COLA CO.
- Beth Egan, Director, Shopper Marketing Capability
  Egan is director, Shopper Center of Excellence, for the North America brands group. She leads Coca-Cola’s shopper marketing end-to-end capability efforts through strategic and facilitated leadership, driving continuous improvement of the most important shopper levers – including content and connections planning, digital capability, P-O-P/merchandising effectiveness, and ROI measurement.
- Brandon Leck, Assistant Vice President, Shopper Marketing
  Leck manages a team responsible for in-store and out-of-store marketing programs for the convenience, drug, value and specialty retail accounts.
- Manish Shrivastava, Group Director, Shopper Marketing Capabilities
  Shrivastava leads retail strategy and activation for Coca-Cola’s global brand and marketing programs across all channels and markets worldwide. Previous roles with the company include Coca-Cola brand organization for the United States and leading a team responsible for U.S. retail strategy, merchandising and shopper capability.
- Rachel Smith, Group Director, Shopper Marketing

COLGATE-PALMOLIVE CO.
- Barry Roberts, Director, Retail Shopper Solutions
  Roberts’ latest role includes retail shopper solutions, coordinating category management, shopper insights and analytics, shopper marketing and e-commerce.

CONAGRA FOODS
- Christine Aruscavage, Shopper Marketing Manager
  Aruscavage has been a member of ConAgra’s Kroger shopper marketing team for the last two years, activating large-scale marketing programs and supporting ConAgra’s portfolio of brands.
- Tammy Brumfield, Vice President, Shopper Marketing
  See profile on page 12
- Mike Esposito, Manager, Shopper Marketing
  Esposito leads shopper marketing programming and in-store display development for drug, dollar, club, convenience and military customers.
- Carolyne Klug, Shopper Marketing Manager
  Klug has been involved in the shopper marketing community for 10 years. In her current role as a shopper marketing manager, she works closely with Kroger to engage the shopper along the path to purchase. Prior to joining ConAgra, she spent nine years on the agency side working with various clients, including Chiquita Brands, Kikkoman International and Mars Petcare.
- Tom Lisi, Senior Director, Shopper Marketing
  With more than 20 years of CPG marketing experience, Lisi now leads the shopper marketing team across all ConAgra brands at Walmart, including Healthy Choice frozen meals, Orville Redenbacher’s popcorn and Chef Boyardee canned pasta. He leads a team of five shopper marketing, creative content and in-store managers.
- Matt Pabst, Shopper Marketing Manager, Walmart Grocery
  Pabst leads ConAgra’s shopper marketing efforts at Walmart for brands like Chef Boyardee, Hunt’s, Marie Callender’s, Ro-Tel and Peter Pan.
Jennifer Pierce, Shopper Marketing Manager – Snacks
Pierce manages shopper marketing strategy and execution on the ConAgra/Walmart team across the snacking portfolio that includes brands such as Slim Jim, Orville Redenbacher’s, Hunt’s Snack Pack, Act II, Poppycock and private brands.

Brock Roark, Shopper Marketing Manager – Walmart Frozen/Refrigerated
Roark manages shopper marketing strategy and execution on the ConAgra/Walmart team across a $1 billion-plus portfolio that includes brands such as Marie Callender’s, Healthy Choice, Banquet, Alexia, Egg Beaters and Reddi Wip.

Bridget Rohrer, Shopper Marketing Manager, Private Brands
Rohrer is the private brands shopper marketing manager, a new role designed to lead the integration of private brands into shopper marketing strategies and activation.

Christopher Schultz, Manager, Shopper Marketing
Schultz is tasked with creating custom shopper marketing events for more than six major accounts with more than 2,700 stores.

Phil Suttle, Center-Based Shopper Marketing Manager
Suttle is the HQ link with shopper marketing customer teams in the field to ensure stronger linkage with CPG and grocery/refrigerated/snacks brand teams.

Bob Waibel, Director, Shopper Marketing, Regions
Waibel is responsible for leading a regional shopper marketing team to develop best-in-class shopper marketing programs that drive top- and bottom-line growth. Responsible for leading the annual and long-term shopper marketing plans for regional account customers.

Olga Yurovski, Shopper Marketing Director
Yurovski has worked the last five years designing and executing insights-based, custom promotions for Kroger shoppers and launching new ConAgra products in Kroger stores. She leads a team of shopper marketing experts who manage shopper programs for a broad portfolio of brands as well as activate large-scale, strategic marketing platforms at Kroger.

CRAYOLA

Bill McCarthy, Consumer & Shopper Marketing Leader
McCarthy is responsible for all shopper marketing activation across mass, grocery, drug, toy, office and craft channels. McCarthy has held high-level marketing roles with ConAgra Foods and Hasbro. His shopper marketing work includes cross-package promotions, joint feature ads, joint displays and digital/social/PR messaging and offers.

CROCS

Sean Han, Senior Marketing Manager

Michael Martin, Director, Brand Marketing, Americas
Martin directs all marketing activities in the Americas division (North, Central and South America). He leads consumer insights and analysis to inform all commercial decisions in wholesale, owned retail and Crocs.com.

CROWN IMPORTS LLC

Kevin Kramnic, Vice President, Promotional Marketing
Mauricio Reyes, Associate Manager, Consumer Insights
John Swiatowiec, Director, National Accounts Off-Premise Marketing

CVS/PHARMACY

Rebecca Grimm, Director, Customer Engagement

Rob Price, Senior Vice President, Chief Marketing Officer
Melissa Studzinski, Vice President, Customer Relationship Management

The Dannon Co.

Thomas Gargiulo, Director, Strategy & Business Development
Steve Platt, Vice President, Marketing, Activia and Light & Fit

Del Monte Foods

Steve Aleksich, Senior Manager, HQ Shopper Marketing Consumer Products
Aleksich joined Del Monte in March 2011 and has more than 20 years of experience in various promotional roles in the shopper and consumer marketing arenas. He is currently leading the shopper marketing effort for consumer products at Del Monte. He previously worked for Heinz, Disney, Nestlé, American Greetings and Sony Pictures Entertainment.

Diane Beffa, Senior Brand Manager, Walmart & Sam’s Club
Laura Haslee, Associate Manager, HQ Shopper Marketing, Consumer Products

Haslee joined Del Monte in January 2013. She works across the entire consumer portfolio with a focus on Contadina and College Inn brands within the grocery channel. Recently, she led a national merchandising initiative for the launch of new Del Monte packaging.
Along with the move of corporate headquarters from the Chicago suburbs to the city, Hillshire Brands developed a new point of view for its shopper marketing approach following the company’s creation, which resulted from Sara Lee Corp.’s split in 2012.

Christopher Witte, formerly vice president of customer development at Sara Lee, now oversees Hillshire’s development of category leadership platforms, department strategy, shopper and retailer insights, and delivery of shopper marketing solutions.

A PepsiCo and Gillette veteran, Witte says Hillshire’s new approach has several facets, starting with resources for his team. There are 50 people in customer development, the bulk of who are positioned against category leadership. Investment for shopper marketing and shopper and retailer insights has increased. “Critical to this is having the right number of senior thought leaders on our field teams and in shopper marketing,” he says.

Witte says customer development works closely with the brand groups, finance and Hillshire’s marketing agency to build equity-driving platforms and programs to better focus efforts on developing fewer and more impactful programs that drive stronger ROIs. Central to the team’s efforts has been a reformulation of its shopper platforms. “They have been informed by shopper insights,” Witte says. “We have brought in new business partners and improved our retailer engagement through people and process. Additionally, shopper marketing has been intimately involved in our joint business planning and we’ve integrated shopper marketing into existing planning processes, including budgeting.”

There has also been some flow-chart work, says Witte, with clear roles and responsibilities within the organization, and a structure to efficiently support executions with strong ROI. As a result, says Witte, “We have improved our field execution through improved guidelines, a turnkey shopper marketing playbook, and standardized post-evaluation process.”

Witte says he hopes to use a couple key experiences from his time at PepsiCo and Gillette to bolster Hillshire’s shopper marketing. For example, working on three major launches at Gillette, he learned about having a hyper-focus on the consumer, speed to market, a 360-degree shopper marketing activation and retail pull. He also says that PepsiCo is excellent at understanding the retailer’s shopper and tying brand strategy to it. “We want to do the same thing here at Hillshire. We have a passion for our customer and our brands, and that unique intersection is where we can unlock value through shopper marketing.”

One of Hillshire’s lines already drives excitement within his team, says Witte. “Our Delights by Jimmy Dean line continues to play a strong role in our brand growth and is a key pillar for our latest innovations launched into the marketplace. Our retail shopper promotions that have used the Jimmy Dean portfolio as a pillar for building a better, more-convenient breakfast solution have done very well and delivered significant ROI to the retailer.”
Although General Mills’ shopper marketing campaigns can be very specific to each of its retail partners, the company’s shopper marketers operate from the same standpoint: “One Team.”

“Given the highly customized nature of our work, whom we work with can vary, but the simple notion of ‘One Team’ helps us work across our organization and ensure success,” says Brian Kittelson, director of integrated shopper marketing. “We build our plans in close collaboration with our retail partners, sales, brand teams and numerous other departments within General Mills that might be needed to make our programs successful.”

Kittelson, who came to General Mills after a stint at Northwest Airlines, is helping simplify otherwise multifaceted responsibilities for the goal of results. “Our focus is entirely on driving incremental sales for our brands and for our retail partners,” he says. “By design, our programs are objective-based, insight-led and results-driven.”

Kittelson says his 40-member team has adapted well to the constant evolution of shopper marketing, including the availability of rich shopper data, the explosion of digital capabilities at both the retail and manufacturer level, and the onset of new commerce models. “These changes offer retailers and manufacturers new opportunities to partner to drive growth through greater localization and personalization of shopper marketing programs – the net of which will be greater relevancy for shoppers and enhanced returns on the shopper marketing investment.”

As an example, Kittelson points to his team’s work in leveraging the company’s “Outnumber Hunger” partnership with Feeding America and Big Machine Label Group, a country music label group based in Nashville, Tenn., to create a scale merchandising event focused on hunger relief. The program illustrates a core focus of Kittelson’s group: creating large, multi-category merchandising events with retail partners. “The program had both out-of-store and in-store components to drive awareness and shopper engagement,” he says. “The result: high single-digit sales growth and more than 1 million meals donated to local food shelters.”

Kittelson says that driving quick awareness and trial of new items is important, for both brands and retail partners. For example, his team bundled four new items in a custom 30-second TV spot for a retail partner, running it the week the items launched. The result was accelerated trial and repeat purchase.

Innovation will mark the future of General Mills’ shopper marketing. Kittelson says, “Engaging digital technology will certainly play a large role in this, but so will our approach for how we build custom shopper marketing programs that drive differentiation for our retail partners and strong shopper engagement.”

“Our focus is entirely on driving incremental sales for our brands and for our retail partners. By design, our programs are objective-based, insight-led and results-driven.”
Stephanie Heath, Associate Manager, Walmart Inc. Shopper Marketing, Consumer Products
Heath has worked in a variety of roles at Del Monte and is a recent addition to the Walmart shopper activation team. She supports the consumer products team on all aspects of in-store execution at Walmart and Sam's Club.

Catherine Tanner, Senior Manager, Shopper Marketing
Tanner is responsible for the strategic development and activation of annual plans and programs for pet brands at partnership customers, including Target, Kroger, PetSmart, Petco, Dollar General and Family Dollar.

DIAGEO

Dirk De Vos, Vice President, Commercial Planning and Activation
See profile on page 11

Robert Fountain, Director, Commercial Planning & Activation, Channel/National Accounts

Jonathan Nell, Director of Customer Marketing
Leading commercial planning and activation for Diageo's Guinness business, Nell drives the commercial agenda for the category guiding the strategic deployment of brands across on- and off-premise channels and delivery of commercial activation plans for beer and progressive alcohol businesses.

DOLE FOOD CO.

CarrieAnn Arias, Director, Marketing and Innovation

Brian Huh, Vice President of Category Development & Customer Strategy

Kellee Miller, Senior Manager, Shopper Marketing

DOLLAR GENERAL

Dave Stewart, Vice President, Marketing

DR PEPPER SNAPPLE GROUP

Shelly Ingersoll, Vice President, Shopper Marketing
Ingersoll led shopper insights and syndicated data before being named to her current role in June.

Lon Johnson, Director, Shopper Marketing

Mike O’Hare, Vice President, Category Management

John Williams, Director, Category Management

DREYER’S GRAND ICE CREAM

Anita Morais, Director of Shopper Marketing
Morais held brand manager positions with The Clorox Co., Del Monte and Safeway before joining Dreyer’s in 2004.

DRISCOLL STRAWBERRY ASSOCIATES

Chuck Sweeney, Director, Category Management

ENERGIZER HOLDINGS INC.

John Hill, Vice President, North America, Energizer Personal Care

Michelle McPherson, Senior Brand Manager, Global Marketing, Visibility

Adel Mekhail, Director, U.S. Marketing

David Morgart, Senior Director, Commercial Strategy and Planning

Andy Wiggins, Vice President, North America Trade Marketing

FAMILY DOLLAR STORES

Steve Biehl, Divisional Vice President, Promotional Marketing & Promotional Planning

Michael Mencel, Director of In-Store Marketing & Brand

Thad Wengert, Director of Customer Relationship Marketing

FOOD LION

Dave Godfredson, Marketing Director

Frito-Lay Inc.

Richard Blazevich, Senior Director, Shopper Marketing

Tyler Chapman, Vice President, Shopper Marketing
Chapman is responsible for Frito-Lay’s shopper marketing, national consumer promotions, sports marketing and digital marketing.

Jeff Klein, Director of Marketing

Marisa Perez, Senior Director, Customer Marketing, Walmart Team
Perez is responsible for Frito-Lay’s shopper marketing across Walmart and Sam’s Club. She and her team manage all aspects of strategic planning and brand activation.

Shelley Pisarra, Senior Director, Shopper Insights & Strategy

Marissa Solis, Senior Marketing Director, Central Business Unit

Yesna Stojanovic, Senior Director, Shopper Marketing

Jeff Swearingen, Senior Vice President, Portfolio Marketing

General Mills

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

Melissa Kell, Integrated Shopper Marketing, Integrated Communications Manager

Brian Kittelson, Director of Integrated Shopper Marketing
See profile on page 8

Patrick Simmons, Vice President, Integrated Shopper Marketing

Georgia-Pacific Corp.

Ryan Elwart, Vice President, Sales Strategy

Michael Hayes, Senior Vice President, Customer Strategy & Planning

Kimber Shray, Director, Shopper Marketing
GIANT EAGLE INC.
- Mia Bywalski, Targeted Marketing Director
- Brett Merrell, Senior Vice President, Marketing
- Krista Sammartino, Director, Own Brands
- Linda Wakim, Marketing Director, CRM

GLAXOSMITHKLINE
- Joe Cadle, Director, Shopper Marketing
- Jillian Dugger, Shopper Marketing Manager, Oral Care Brands
- Michele Klingensmith, Senior Shopper Marketing Manager
- Rich Kocur, Manager, Shopper Marketing
- Kimberly Rentler, Shopper Marketing Manager

GREEN MOUNTAIN COFFEE ROASTERS
- Rob Bosquet, Shopper Marketing Manager
- Tom Ferguson, Senior Vice President, Sales – Grocery, Drug, Club
- Robin Kay, Director of Trade Marketing and Category Management

H
HANESBRANDS INC.
- Cindy Johnson, Senior Manager, Shopper Marketing
- Anika Spencer, Senior Manager, Shopper Marketing

HARRIS TEETER
- Chuck Corbeil, Group Vice President, Marketing
- Kevin Crainer, Director of CRM

HASBRO INC.
- Dave Henderson, Senior Vice President, U.S. Sales & Customer Strategic Marketing
- Maureen Smith, Vice President, Customer Strategic Marketing
- Jeff Taylor, Vice President, Marketing

H-E-B GROCERY CO.
- Suzanne Alford Wade, Executive Vice President, Retailing
- Cory Basso, Group Vice President, Marketing & Advertising
- Sheri Best, Director, H-E-B Targeted Shopper Marketing

HEINZ NORTH AMERICA
- Michelle Fuscaldo, Associate Director, Integrated Marketing Capabilities
- Megan Hennigan, Senior Manager, Shopper Marketing

HENKEL NORTH AMERICA
- Henry Hendrix, Director, Shopper Marketing & In-Store Merchandising
- Kevin Thompson, Manager, Winning In-Store
- Wendy Warus, Vice President of Sales, Winning In-Store

THE HERSHEY CO.
- Michael Depanfilis, Vice President, Shopper Marketing

Twyla Lusk, Director, Strategy and Loyalty
Lusk has been with H-E-B for 15 years with experience in grocery and general merchandise procurement management. She began the strategy and shopper loyalty team in 2006 and has lead the team that has created targeted shopper marketing as a viable platform for H-E-B.

Henry Hendrix began his career in business with Northwest Airlines before moving over to consumer packaged goods marketing. He joined The Dial Corp. (which later became Henkel), serving in various marketing and brand management roles before being named director of shopper marketing & in-store merchandising in July 2011.

Suzanne Alford Wade, Executive Vice President, Retailing
Best has been with H-E-B for 19 years with experience in store leadership and procurement management. She joined the strategy and shopper loyalty team in 2009 and began developing targeted shopper marketing as a viable platform for H-E-B.

One of the company’s programs marketed a Hershey’s-centered s'mores kit, and the company worked with retailers on the shopper-solution-oriented campaign.
Dirk De Vos has broken down shopper marketing at Diageo North America to the basics, saying there will be less of more. The focus of his 21-member team is now fewer programs that will be bigger and more impactful. The team will emphasize longer time frames, using themes that are relevant for the promotional window and that are planned in collaboration with retailers, taking into account how the retailers want to market themselves.

“We will continue to adopt a more rigorous approach in terms of what, why and how,” he says. “What is the big idea, what are the insights behind it, how do we activate along the path to purchase, and what are the right touchpoints we need to leverage?”

De Vos, who started at Diageo in 2009 as vice president of global customer marketing after 17 years at Unilever, says a good example of the fewer, larger, longer philosophy is the company’s recent “Mix it Up” campaign. His team created a platform for “casual hosts” to learn and be inspired to create simple mixed drinks for their occasions. Diageo wanted to capture the “social power that exists in hosts’ behavior,” he says.

“For retailers, this is a compelling proposition, as seasonality is a key driver of choice.”

De Vos’ team consists of three groups. One interfaces with brand marketing to develop and execute brand-specific, conversion-driving programs. Another focuses on channel-specific programming, taking the brand execution idea to the channels and activating it along the path to purchase. The third works on category marketing and portfolio activation, with a specific focus on multicultural and digital shopper platforms such as Diageo’s virtual bartender.

“Within the overall route to consumer and shopper, from analysis, planning and program development to purchase in retail stores or bars and restaurants, we are the key arbiter of where and how and at what investment priority level the brand gets presented to consumers and shoppers,” De Vos says.

Diageo and its portfolio of brands have always been active in the digital space because their target consumers are digitally savvy. But until a year ago, Diageo used digital mainly to build the brand. “Now we are using digital more and more to close the sale,” says De Vos. “We have developed a better understanding about what is driving the purchase in the path to purchase. In order to be impactful, we now have a better understanding of the emotional response and the relative influence on purchasing behavior of the different digital touchpoints to drive shopper success. We found out that specific digital touchpoints are not only most influential or impactful in building the brand, but they also help shoppers decide which drink or brand they want to buy.”
Tammy Brumfield’s promotion in early 2013 to vice president, shopper marketing, coincided with the merger of the company’s in-store marketing group with the shopper marketing group. She now leads a team of 30 that focuses on building strategies that “link our consumer strategies all the way to the store shelf with our customer strategies,” she says. “It’s become very important for us to approach the activation of the shopper more holistically, so we’re working across multiple departments within our global marketing function – including digital, social media, traditional consumer promotion – to bring one holistic strategy for activating consumer and shopper behavior.”

Brumfield says there are a few different ways in which her team approaches shopper activation. “Because we have shopper marketers in the sales force partnering with our customers to develop customized shopper programs, customizing programs is one way we go to market.”

An example is a meal solutions campaign at Kroger that is in its third year of activation. “We worked with our partner to identify a shopper need state around being able to deliver quick and convenient meal solutions to help mom get dinner on the table,” she says. A pallet in stores offers four different meal solutions that make it quick and simple for mom to get all of her meals for an entire week. The success of the program, she notes, has ensured its longevity, and plans are under way for it to expand into more retailers.

The company also works with its global marketing partners to develop major platform initiatives. One platform, in particular, is its “Child Hunger Ends Here” program run through a partnership with Feeding America. “We’ve been able to customize consumer promotion or shopper promotion in conjunction with our retail partners,” she says.

“There’s a lot more emphasis about winning in-store, so once we get [mom] to the store, we’re focusing on delivering messages and point-of-purchase displays that capitalize on a specific need state and ultimately deliver what she needs.”

Brumfield says her team has put an increased emphasis on truly understanding the levers across the path to purchase – and then defining the most important messages to deliver at each point on that path. “There’s also a lot more emphasis about winning in-store, so once we get [mom] to the store, we’re focusing on delivering messages and point-of-purchase displays that capitalize on a specific need state and ultimately deliver what she needs.”
Bill MacLean, Director of Shopper Marketing, Large and Small Formats
MacLean is focused on key retailers in the food, drug, mass, convenience and value channels. His team develops and executes a shopper-centric communication model to engage consumers along the path to purchase, driving conversion and loyalty.

Jenni Pustinger, Director, Shopper Marketing

HEWLETT-PACKARD CO.
Roger Funke, Manager, HP Shopper Marketing

Sheila McKay, Customer & Channel Insights Manager

Christy Tappy, Americas Shopper Marketing Director

HILLCHELL & BRADSBY CO.
Kyle Schlegel, Vice President, Brand Marketing
Schlegel is responsible for the marketing activities across the Louisville Slugger, Bionic and Powerbilt brands.

HILLSHIRE BRANDS
Christopher Witte, Vice President, Customer Development
See profile on page 7

HORMEL FOODS CORP.
Bob Samples, Vice President, Sales & Marketing (Farmer John/Saag’s)

Mark Thompson, National Sales Manager, Category Management & Shopper Marketing

Scott Weisenbeck, Group Product Manager, Integrated Marketing

HYDE TOOLS
Corey Talbot, Vice President, Marketing

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

JOHNSON & JOHNSON SALES AND LOGISTICS COMPANY
Heather Campain, Director, Category Insights & Shopper Marketing
Campain leads two teams of category and shopper experts across a portfolio of brands and categories partnering with Target. Campain has led teams at Mars Chocolate, Nissan and Nielsen.

Jennifer Ferrazza, Shopper Marketing Manager, Baby GBU

JOHNSON & JOHNSON SALES AND LOGISTICS COMPANY
Bob Goode, Vice President, Club, Specialty, In-Store Strategy

Chris Holahan, Senior Manager, Shopper Marketing

Danielle Jenkins, Director, Category Management and Shopper Insights

John King, Senior Director, U.S. Shopper and Category Management
See profile on page 7

Donna Padovano, Director, OTC Shopper & Platforms

Gonca Paul, Senior Manager, Shopper Marketing

Brand Whitlock, Director, Sales Strategy, Beauty Care

KAO
Mark Beyreis, Senior Manager, Target Segment Marketing

John Sullivan, Senior Director, Strategies & Effectiveness

KELLOGG CO.
Jeff Dawson, Vice President, Shopper Solutions

Aaron Elleman, Director, Shopper Marketing, Walmart

Stacey Ring-Sanders, Vice President, Category Strategy and Development

Paul Weitzel, Senior Manager, Shopper Marketing Target

KIMBERLY-CLARK
Blake Boulden, Director, Shopper Marketing, Walmart
Boulden is responsible for leading the growth of K-C brands through Walmart and Sam’s Club in the U.S. market, and helping K-C grow its categories through strategic shopper marketing initiatives. Previous shopper marketing responsibilities included overseeing growth of the drug and dollar channels.

Greg Fries, Senior Manager, Brand Shopper Marketing, Baby and Child Care

Anne Jenkins, Senior Manager, Shopper Marketing Center of Excellence
Jenkins led corporate strategy and business intelligence for Kimberly-Clark prior to her role with the company’s Center of Excellence.

Anne M. Jones, Vice President, Shopper Marketing & Business Development
Jones has held a variety of sales, integrated marketing and brand positions at Kimberly-Clark, having been charged with growing the firm’s brands such as Kleenex, Huggies, Kotex and Poise.
Jeff Kjome, Director, Shopper Marketing, Target/Grocery
Kjome oversees shopper marketing activities at Target and large grocery retailers. He has spent the past six years helping to grow K-C’s capabilities and strategic thought leadership with key retail partners.

Frederico LaGrange, Senior Brand Manager, Shopper Marketing Adult/Feminine Care

KRAFT FOODS GLOBAL
Gina Allgaier, Director of Marketing, Walmart Team
Yolanda Angulo, Director, Multicultural Marketing
Sue Carey Coyle, Director of Shopper Marketing
Joan Francolini, Senior Director, Shopper Marketing
Mark Kendrat, Director, Customer Marketing
John Lippolis, Senior Director, Customer Marketing
Susan Pittner, Associate Director, Shopper Marketing

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

LEGO SYSTEMS INC.
Karen Booth, Manager, In-Store Events
Skip Kodak, Senior Vice President, Shopper Marketing
Justin Tripp, Vice President, LEGO Retail Development and Shopper Marketing

LG ELECTRONICS
David VanderWaal, Director, Brand Marketing, Home Appliances
Responsible for all marketing activities for the home appliances business unit, including developing the annual marketing plan and annual budget, and managing the integrated marketing communication plan. He oversees shopper marketing activities for all LG home appliance products, working with retailers including Best Buy, Lowes, Sears and The Home Depot.

Bill Thomas, Director, In-Store Marketing

LOGITECH
Jonathan Johnson, Director, Trade Marketing Americas
Johnson has worked at Logitech for 10 years. He led the company’s e-commerce channel marketing approach, which included early online marketing tactics in the electronics space at Amazon.com. He also conducted the largest shopper research study on mouse and keyboard shopping at Walmart, Best Buy and Staples (U.S. and Canada). Currently, he manages a team of five trade marketers and four channel marketing managers.

MARS CHOCOLATE U.S.
Pia Heine, Shopper Marketing Team Lead
Natalie Selffors, Manager, Shopper Marketing
Heidi Siebert, Shopper Marketing Manager, Walgreens/CVS

Rob Villanella, Director, Shopper Marketing/Sponsorship Activation
Allisha Watkins, Shopper Marketing Manager

MARS PETCARE
Patty Ahlert, Director of Customer Development, Category & Customer Solutions
Doug Korn, Vice President, Strategy & Growth

MATTEL INC.
Steve Labella, Regional Marketing Director, Central, Northern & Southeast Europe

MCCORMICK & CO.
Jim Brennan, Director of Emerging Markets
Raj Nair, General Manager – Simply Asia Foods

MEAD JOHNSON NUTRITION
Chad Marquardt, Director of Customer Development

MEIJER INC.
Shawn Buckner, Vice President, Grocery Merchandising
Lanny Curtis, Director, Customer Marketing

Michael Ross, Vice President, Customer Marketing & Emerging Technology

MERCK CONSUMER CARE
Mary Fitzgerald, Senior Shopper Marketing Manager
Susan Hayes, Director, Shopper Marketing & Insights
Hayes has led the shopper marketing department for all of Merck’s consumer brands for the last three years. Reporting to Hayes is a team of shopper marketing managers who create insights-based consumer marketing programs to drive business with retail accounts.
Brand marketing first piqued Clint McClain’s interest during his senior year at the University of Tampa (Fla.) when a professor and former Procter & Gamble employee suggested it as a profession. One MBA and a tour of duty in the army later, McClain followed that career path at E. & J. Gallo Winery and then The Coca-Cola Co., overseeing the launches of such products as Minute Maid Heart Wise and Minute Maid Light and the relaunch of Bacardi Mixers.

McClain joined the Walmart team as director of brand strategy in 2006. After then holding several positions in category marketing and media, he now directs Walmart’s “content engine” – “defining and creating the content strategy and establishing the systems to make that strategy come to life,” he says.

Under McClain’s leadership, the retail giant continues to increase its content infrastructure to ensure that it reaches consumers and shoppers as effectively as possible. “Shoppers have had a massive increase in content needs,” he says. “Our customers are not only seeking, but they’re engaging in content in more places and at more times than ever before. We want to make sure we have the right content to meet the needs of customers wherever they are.”

As Walmart hones its ability to develop shopper marketing programs and partner with suppliers, it wants to create the most effective communication platforms to bring people into the stores while also communicating in-store (e.g., Smart Network).

McClain reports to Stephen Quinn, chief marketing officer. Being connected to the creative team allows his small group to leverage creative’s capabilities “to help execute any strategy we’re building.” He and his team interact with the merchandising, category marketing, creative, social, mobile, production, @WalmartLabs and Walmart.com teams, as well as with its store operators “to help get content that they may need on a very local basis,” he says. “And it’s not always about producing. We have suppliers with great content that we can wrap Walmart around and partner up to help our customers.”

Keeping Walmart local is a strong focus. “We want to be hyper-local, hyper-relevant and hyper-real time, and we’re doing that,” McClain says. Going forward, there will be a stronger concentration on geo-targeting and building a content base that allows for the real-time reaction to unplanned events; understanding what consumers need and when they need it, and making sure Walmart has the relevant content to support them.

“Whether a snowstorm in the Northeast or a hurricane in Florida, we want to be able to push out content in real time that will help our customers in any given location,” he says. “We want to remind customers that whatever their needs, Walmart probably has that solution for them in our stores.”
John King acknowledges that shopper marketing must focus on the entire path to purchase, but he still believes that “getting it right” at retail is critical. “Unless you have the in-store component right, focusing on any other part of that path is sort of irrelevant,” he says.

There’s been a big push on the path to purchase and pre-shop in many of the categories in which Johnson & Johnson competes. “Those parts are so critical, and I think they’re sort of the sexy part of shopper marketing,” King says. “But at the end of the day, if we don’t have that item in distribution with the right adjacencies and the structure that defines the way that the consumer is going to scan and find that product once she’s [in-store] and ready to purchase, then we might not win with her.

“I started out with a fairly traditional retail experience of trying to gain incremental display locations, endcaps, etc., but at the same time learning about the value of the retail experience,” he says. “Retail is so critical to how the shopper selects your products at the moment of truth.” It’s not just about making sure the right price tag is on the display, he adds, but also leveraging solution-based merchandising to help understand other things that could be part of the basket.

King is responsible for the centralized shopper marketing and category management resources and capabilities developed across the J&J consumer group. His team acts as the “internal experts,” he says, responsible for representing the company in the dozens of categories and through the hundreds of products that are sold within health & beauty and wellness. “My team is responsible for developing the thinking and resources behind how we leverage that from a shopper perspective. We focus on developing internal expertise and customizing programs to meet the needs of retailers.”

King says his team’s interaction with the brand teams, market research, retail teams, digital group and the company’s CRM department are all “critical to executing fully integrated campaigns.”

“Unless you have the in-store component right, focusing on any other part of that path is sort of irrelevant.”

King cites the company’s “Build Your Own First Aid Kit” promotion that included its Band-Aid brand as a recent success. And sun care is a big opportunity. “As you get down to customizing against the needs of shoppers within different geographic areas, there are times when sun care needs are year-round, whether resort towns, airports or even cruise ships,” he says. “Understanding and being able to react to those needs allows us to meet shoppers’ needs.”
**Richard Horris**, Senior Shopper Marketing Manager

**Craig Stoll**, Senior Director of Customer Strategy & Solutions

**MEYER CORP.**

**Ingrid Ellerbrock**, Director of Consumer & Shopper Marketing
Ellerbrock leads a team of marketers in developing the marketing strategy for Meyer's portfolio of brands and activating with consumers and shoppers.

**Jeffrey Kruskall**, Vice President, Business Development
Kruskall collaborates with sales and marketing in building brand strategies across the Meyer portfolio.

**Rosa Ziebell**, Vice President, Marketing

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**MOM BRANDS**

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

**MONDELEZ INTERNATIONAL**

**Lisa Mann**, Senior Vice President, Global Gum Category

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

**Kim Zenchak**, Director, Shopper Marketing

**NBC UNIVERSAL STUDIOS**

**Elizabeth Bishop**, Vice President, Creative Marketing

**NESTLÉ**

**Joe Radabaugh**, Divisional Vice President, Category and Shopper Excellence
Radabaugh is a Shopper Marketing Hall of Fame inductee.

**Jill Schermerhorn**, Shopper Marketing Manager

**NESTLÉ NUTRITION**

**Glenn Deutsch**, Director, Shopper Solutions

**NESTLÉ-PURINA**

**Ken Wilhelm**, Managing Director, Market Development Organization, North America

**NESTLÉ-WATERS**

**Pam Mashman Venn**, Marketing Manager, Point-of-Sale

**NEWELL RUBBERMAID**

**Todd Boerema**, Vice President, Channel Marketing

**Ed Cooper**, Vice President, Channel Management

**Greg Jones**, Director, Channel Marketing & Market Insights

**Scott Werner**, Director of Shopper Marketing & ISV

**NINTENDO OF AMERICA**

**Phillip Raub**, Director, Retail Marketing

**NOVARTIS**

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

**Cheryl Policastro**, Director, Shopper Insights & Marketing, Grocery Channel
Policastro has more than 20 years of multi-functional experience that includes brand management, sales, shopper insights and shopper marketing.

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

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

- **Lewis Goldstein, Executive Marketing Director**

**PEPSICO**

- **Kristine Abrahamson, Senior Director, Global Innovation**

- **Jeff Dec, Senior Director, Beverage Shopper Marketing, Mass and Club**

- **Tracey Doucette, Senior Vice President, Customer Strategy, Field & Shopper Marketing**
  
  Doucette's team develops the learning agenda that uncovers key insights in collaboration with customers, determines success metrics, develops programming that solves shopper problems, and localizes it with the field marketing organization. She is a Shopper Marketing Hall of Fame inductee.

- **Nicole Flavin, Senior Director, Drug/C&G/ Dollar**

- **Cecilia Hidalgo, Shopper Marketing & Trade Director**

- **Asif Hirji, Senior Director, Shopper Marketing**

- **Bryan Jones, Senior Director, Beverage Shopper Marketing, Grocery**
  
  Jones leads PepsiCo's regional grocery shopper marketing team, which is responsible for expanding PepsiCo's shopper marketing efforts and brand activation at retail with key regional customers.

- **Ken Krasnow, Senior Director, Grocery**
  
  Krasnow oversees shopper marketing across snacks and beverages within the grocery channel.

- **William Langford, Senior Director, Shopper Marketing**
  
  Langford leads the development of national shopper marketing programs and initiatives for strategic accounts in the convenience & gas, drug and dollar channels.

- **Alexandra Liebler, Trade & Shopper Marketing Director**

- **Jaime Mahoney, Director, Walmart Shopper Marketing**
  
  Jaime leads PepsiCo’s Walmart beverage marketing team, which is responsible for delivering all shopper programming, including in-store, digital, and mobile brand engagement.

- **Jason McDonell, Vice President, Marketing, PepsiCo Foods Canada**

- **Bryan Welsh, Vice President, Shopper Marketing**
  
  Welsh’s team develops customer-specific programs to drive volume and equity for PepsiCo brands.

**PERNOD RICARD USA**

- **Scot Henderson, Director, Customer Solutions**

- **Tim Murphy, Vice President, Marketing**

**PFIZER**

- **Kevin Macero, Vice President, Shopper Marketing and Insights**

- **Michael Merna, Director, Shopper Marketing**

**Pinnacle Foods**

- **Dorothy Engelhardt, Senior Shopper Marketing Manager**
  
  Engelhardt has been in the CPG industry for more than 20 years with experience in trade marketing, merchandising, consumer promotions and shopper marketing. She worked at Reckitt Benckiser for more than 17 years. She heads up the shopper marketing group at Pinnacle.

**PRICE CHOPPER SUPERMARKETS**

- **Heidi Lorch Reale, Director of Shopper & Digital Marketing**

**PROCTER & GAMBLE**

- **Matt Champion, North American Oral Care Brand Manager**
  
  Champion is responsible for scale display programs and go-to-market strategy for the multibillion dollar oral care portfolio. A previous role was as the customer team marketing manager for the P&G portfolio at Walgreens.

- **Jacques Hagopian, Associate Marketing Director, Global Walmart Inc.**
  
  Hagopian is a 17-year P&G veteran with a wide breadth of experiences including manufacturing, engineering, R&D, marketing and sales. Currently he is responsible for all marketing programs and staff across the P&G portfolio of brands at Walmart and Walmart.com.

- **James Illingworth, Associate Marketing Director, Target**
  
  After 16 years of experience in brand marketing, Illingworth took over leadership of the P&G Target customer marketing team about a year ago. His responsibilities include all marketing activities executed at Target along with identification of new marketing innovation that can enhance the guest experience and drive sales for both P&G and Target.

- **Mark Jeffreys, Associate Marketing Director, Shopper Marketing**

- **Joy Mead, Associate Marketing Director, Food Channel**

- **Brian Messerschmitt, Customer Team Marketing Manager**

**PUBlix Super Markets**

- **Tim Cox, Director of Creative Services**

- **Mark Irby, Vice President, Marketing & Advertising**
Dimitri Haloulos realized his goal of “leading the growth agenda for brands” at Procter & Gamble after working on a sales team and gaining experience in sales, marketing and market research at the CPG giant.

Two years ago, Safeway recruited Haloulos to be vice president, shopper marketing, a role that intrigued him because of the strides the retailer was making. “The capability and team that Mike Minasi was building in the consumer marketing group was impressive,” Haloulos says. “I wanted to be part of the team.”

Safeway then promoted Haloulos to group vice president in early 2013. Now sitting at the helm of the shopper marketing group, he oversees a 55-person department that works on store concepts, regional marketing and innovation, planning and events, and core business and loyalty marketing.

“Our group’s mission is to leverage shopper knowledge to create more effective marketing solutions to business problems; [and] to drive sales, share and profit while helping differentiate Safeway in the marketplace,” he says. “I’m now focused on integrating all different events into a holistic plan and working collaboratively within our consumer marketing group and across the organization to drive a stronger marketing plan.”

The launch of an activation program that puts a spotlight on new products at Safeway offers proof. Haloulos believes his team’s tactics are proving to be successful. “We’ve completed more than four iterations and delivered strong business results in sales, share and ROI,” he says. “It’s a monthlong program that leverages the full path to purchase to drive awareness of new products and their benefits at Safeway. The mix includes Just For You, which we leverage to efficiently incent trial and sample products to key targeted segments.”

His team focuses on clearly defining the business issue, size of prize and strategy to win within its retail stores and with CPG partners. It leverages the right tools to engage shoppers where they’re receptive.

“I am focused on integrating all different events into a holistic plan and working collaboratively within our consumer marketing group and across the organization.”

Case in point: Coca-Cola and Safeway’s food-service business. “Coca-Cola clearly defined an opportunity around QSR, what the shopper barriers were, and worked collaboratively with our merchandising/marketing teams to come up with executable solutions,” Haloulos says. “Once these were aligned, we looked at shoppers, their path to purchase, and created a holistic marketing plan to achieve those goals.” In that case, he notes, Coca-Cola brought the opportunity to his team.

Looking ahead, Haloulos expects his team “should see larger programs with more depth that leverage multiple partners to overcome a shopping barrier, driving both sales/share/profit as well as an equity attribute/association for Safeway.”
When Kathy O’Brien was recruited into a Unilever sales training program soon after graduating from Boston College, she was told that the job would not be a route into marketing. Fast-forward 25 years and O’Brien, with both sales and high-level marketing positions under her belt (as well as an MBA in marketing), sits at the helm of a 175-person team as the vice president, marketing to shoppers. “The big turning point was when I had the opportunity to work for the CEO when Unilever was merging subsidiaries Lever Bros., Chesebrough-Pond’s and Helene Curtis,” she says. As the assistant to the executive board, O’Brien watched as preparations were made for the merger. “It gave me a much wider view of the organization, and marketing became very interesting for me.”

She assumed her current role in late summer 2012. She oversees category management and capabilities, shopper marketing, shopper insights, digital and e-commerce, brand communication and social, and in-store visibility, as well as two consumer groups, Hispanic and low-income. Having a background in both sales and marketing, she believes she has a unique perspective on shopper marketing. “We have to understand shoppers and how to market to them, but I believe you really need to understand retailing as well – and what is possible in-store and how to partner with key retailers.”

O’Brien says that a recent campaign for Hellmann’s mayonnaise was truly driven by a shopper insight and “executed brilliantly.” Knowing that 75% of moms have no idea what they are making for dinner at 4 p.m. every day, her team targeted them on recipe websites and shared a Parmesan-crusted chicken recipe that uses Hellmann’s. In-store displays featured the recipe as well as the mayonnaise, while also slotting space for retailers to add their private-label bread crumbs. “We encouraged retailers to put the display alongside their chicken,” O’Brien says, noting that one retailer saw an 18% increase in chicken sales.

“"We have to understand shoppers and how to market to them, but I believe you really need to understand retailing as well – and what is possible in-store and how to partner with key retailers."

To show quick thinking in shopper marketing, O’Brien points to a program for the Axe Apollo line, which launched in January. Unilever depicted an astronaut in TV spots that debuted during the Super Bowl. The astronaut’s image showed up again for March Madness and the Kentucky Derby, as well as on in-store displays. “This was really catching fire,” she says. “In the social space it was going well. People were tweeting about it, and he was at some cool events.”

Reacting to the program’s success, Unilever’s Target team approached the retailer about partnering in its auto racing program. The result was a successful TV spot using a Target-sponsored race car, its driver and an appearance by the astronaut. O’Brien’s focus going forward is on the new path to purchase, she says, planning programs around pre-store, in-store and post-store. “Our most successful programs start way before someone enters the store,” she says, adding that customers will begin to see fewer, bigger and better programs driven by key shopper insights.
Raley’s Supermarkets
- Tom Hutchison, Director, CRM, and Shopper Marketing Leader
- David Palmer, Vice President, Marketing & Consumer Relationships

Reckitt Benckiser
- Matt Bell, Director, Shopper Marketing & Etailing
- Andrea Bouwman, Shopper Marketing Manager

Revlon Inc.
- Joanne Santos, Director, Customer Marketing

Safeway Inc.
- Chris Almeida, Vice President, Shopper Marketing, Core Business and Loyalty
  Almeida is responsible for shopper marketing in Safeway’s core business (perishables and non-perishables) as well as pharmacy, fuel, gift card and loyalty. He is also responsible for developing joint marketing opportunities with Safeway’s CPG partners.
- Deb Fifes, Vice President, Consumer & Shopper Insights
  Fifes is responsible for establishing the insights function at Safeway, leveraging her CPG experience and applying to retail. The primary responsibility of the department is the development, analysis and socialization of custom research & insight. She has worked for Information Resources Inc., The Clorox Co., Del Monte and Quaker Oats.
- Dimitri Haloulos, Group Vice President, Shopper Marketing
  See profile on Page 19
- Michael Minasi, President, Marketing
  Minasi oversees the company’s brand marketing, advertising, digital marketing, consumer insight and shopper marketing functions. In addition, Minasi has general management responsibility for Safeway’s e-commerce and consumer brands organizations.

Sc Johnson
- Sean Carey, Director, Shopper Marketing & New Channels
- Linda Crowder, Director, Shopper Marketing & Promotions
- Amy Dragland-Johnson, Director, Shopper Marketing
  Dragland-Johnson leads the Target, Drug and Food Shopper Marketing teams for Sc Johnson.

Schnuck Markets Inc.
- Larry Maggio, Director, Marketing Services

Seventh Generation
- Ken McFarland, Director, Shopper Marketing
  McFarland oversees marketing and innovation for all Seventh Generation categories, category management strategy, trade funding architecture, shopper marketing, and customer supply chain management.

Sony Computer Entertainment America
- Joby Hirschfeld, Director, Creative Services, Channel Marketing & Events

Starbucks Coffee Co.
- Rachel Chambers, Shopper Marketing Director
  Chambers creates shopper marketing capability for the U.S. CPG business.

Sunkist Growers Inc.
- Julie DeWolf, Director of Retail Marketing
  DeWolf develops and manages the annual Citrus retail marketing budget and strategic promotional plans for U.S. and Canada grocery accounts, including Walmart, Kroger, Safeway, SuperValu, Target, Loblaws and Sobey’s

Supervalu
- Barry Johnson, Manager, Shopper Marketing

Target Corp.
- Shawn Gensch, Senior Vice President, Marketing
- Sarah Amundsen, Director, Store Planning & Design
- Michael Ashling, Director, In-Store Marketing
- Lynn Farmer, Senior Group Manager, In Store Marketing Strategy & Concept Development
  Farmer provides strategic consulting, concepts and prototyping for marketing elements in-store. She leads large-scale strategy and guidelines for the U.S. and Canada, as well as long-term innovation for in-store marketing, including new store prototypes.
- Joe Perdew, Vice President, Store Planning & Design
- David Plante, Senior Group Manager, Competitor Insights
- Katie Richardson, Senior Group Manager, Visual Merchandising Concept and Strategy
- David Sommer, Director, Merchandise Presentation

Tyson Foods
- Wendyjean Bennett, Director, Customer Marketing Sales Services
- T. Gill Fuqua, Brand Manager
UBISOFT

Steve Carlin, Senior Director, Shopper Marketing & Insights
Carlin’s team interacts with almost every group at Ubisoft, including sales, brand and digital marketing, analytics and operations.

Andrew Simpson, Associate Director, Retail & Shopper Marketing
Simpson leads a team of five managers responsible for strategic development, tactical execution and budget management of all retail/shopper programs with a focus on top-six U.S. retail accounts.

UNIFIED GROCERS

Sue Klug, Chief Marketing Officer
Klug is currently reworking Unified’s Hispanic marketing program to move cases at Unified’s Hispanic retailers by tailoring marketing programs to meet the needs of Hispanic shoppers.

UNILEVER

Aaron Crandall, Director, Shopper Marketing Walmart and Club
Carla Malin, Shopper Marketing Team Leader
Kathy O’Brien, Vice President, Marketing to Shoppers
Gillian Pinchin, Director of Shopper Marketing

UNITED SUPERMARKETS

Monica Schierbaum, Director of Marketing

WAKEFERN

Cheryl Williams, Vice President of Digital Commerce and Innovation

WALGREEN CO.

Crystal Fouchard, Retail Marketing Director
Marty Hogan, Divisional Vice President, Marketing
Amy Wagner, Director of Marketing, Consumables

WALMART STORES INC.

Janet Bareis, Vice President, Merchandising
Scott Huff, Senior Vice President, Customer Experience
Ken Mantel, Senior Director, Marketing
Clint McClain, Senior Director of Marketing

WEGMANS FOOD MARKETS

Tom DiNardo, Vice President, Sales, Marketing, Pricing

WHITEWAVE FOODS

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

Chad Marston, Director of Sales Strategy, Shopper Insights & Shopper Marketing
Marston oversees sales strategy, marketing and insights for White Wave.
Cheryl Williams’ background in computer science has served her well. Since joining Wakefern in 1996, she’s worked as manager of retail systems and director of applications development, as well as vice president of marketing. The latter role married marketing with shopper data, essentially the precursor to the retailer’s current focus on shopper marketing. “The position was created to focus on consumer-specific marketing by leveraging the insights available through our frequent shopper database,” she says. “The term ‘shopper marketing’ did not yet exist, but the work we did evolved to what we know as shopper marketing today.”

When Wakefern executives wanted to advance the company’s digital efforts, they once again tapped Williams to fill a newly created position. Today, as vice president of digital commerce and innovation, she focuses specifically on the digital path to purchase and works to ensure Wakefern’s “continued relevancy with the next generation of consumers.” Her “relatively small” department will continue to expand as the retailer furthers its focus on digital initiatives.

Williams’ background enables her to approach marketing and digital commerce from an analytical perspective. Shopper marketing campaigns at Wakefern span several departments, including procurement, advertising, merchandising, technology and consumer affairs. Typically, she and her team implement simple programs that span short time frames, she says. “This allows us to touch our customers more frequently as well as test and learn.”

Wakefern is the largest retailer-owned cooperative in the United States. Comprised of 45 members who individually own and operate 250 supermarkets under the ShopRite banner, the cooperative of independent grocers provides a structure that allows Williams’ team to easily execute initiatives at the store level, she says. “This has always been a point of differentiation – and strength – for our company.”

Wakefern’s PriceRite subsidiary also operates 50 stores. Moving forward, she predicts her team will continue to leverage technology to enhance the shopper marketing initiatives at Wakefern. The company has already added several new features to its Shoprite mobile app. Shoppers can place grocery orders and access digital coupons with personalized offers. The Digital Coupon Center allows shoppers to download coupons to their Price Plus Card.

“The position was created to focus on consumer-specific marketing by leveraging the insights available through our frequent shopper database. The term ‘shopper marketing’ did not yet exist, but the work we did evolved to what we know as shopper marketing today.”