

PARTIAL LIST OF THE 2016 EXPO ATTENDEES

1010data Inc.
 Director, Data Insights

10th ave
 Group Director

1WorldSync
 Director, Professional Development
 Global VP, Consumer Markets
 Sr. Director, Industry Development

3 Tier Logic
 Director, Client Services & Strategy

3M Consumer Business Group
 Global Market Development Manager
 Global Shopper Insights Leader
 Manager, Shopper Marketing Department
 Shopper Marketer

4 INFO
 CMO

Abbott-Action Inc.
 CEO
 VP, Sales

ABC Fine Wine & Spirits
 President, Media Principal

ACCO Brands
 Marketing Manager
 U.S. Marketing, Retail Merchandising Manager

Ace Hardware Corporation
 Corporate Manager, Store Projects

Acosta Sales & Marketing
 VP, Team Leader

Ad-Tech
 Production Manager
 VP

Adjoy
 Chief Client Officer
 VP of Brand Partnerships
 VP of Retail Partnerships

Advance Packaging Corp.
 Packaging Engineer

Advantage Solutions
 Director, Business Development

Ahalogy
 Chief Revenue Officer
 Director of Sales

TOTAL ATTENDANCE: 3,545 INDUSTRY PROFESSIONALS

Brands - 39%

Retailers - 11%

Agencies - 26%

Solution Providers* - 24%

*Includes: Digital/mobile/other path-to-purchase media, research/insights, consultants, P-O-P firms and others allied to the field.

P2PX is the premier conference and trade show for anyone involved in developing shopper strategy along the path to purchase.

Ahold USA
 Director of Brand Marketing
 VP, Brand & Marketing Planning

Aimia
 Director of Solutions
 Global VP of CRM
 SVP, Retail
 SVP, US CPG Practice
 VP

Aisle Rocket Studios
 Account Director
 Creative Director
 Production Manager
 Sr. Production Director

Aisle411
 CEO
 COO
 Director of Operations
 Lead Software Engineer
 Marketing & Account Manager
 Sr. Product Manager

Albertsons and Safeway Family of Stores
 Director, Shopper Marketing
 Loyalty Marketing Manager
 Manager, Business Development
 Loyalty Marketing Director, Safeway Northern California Division
 Shopper Marketing Director
 Shopper Marketing Manager
 VP, Shopper Marketing
 VP, Social & Digital Marketing

Alcon
 Associate Director, Category & Shopper Insights
 Display Manager
 Shopper Marketing Manager
 Sr. Manager, Shopper Marketing

American Bank Note Company
 VP of Marketing
 VP of Sales

Amway Corporation
 Brand Manager

Anagram International
 Custom Sales Manager
 Sr. Designer
 VP of Sales

AOL
 Sales Director, CPG
 VP

Arc Worldwide / Leo Burnett
 EVP, Global Business Development & Innovation
 SVP, Global Shopper Marketing
 VP, Corporate Reputation

Army & Air Force Exchange Service
 Sr. Graphic Designer
 Strategic Marketing Manager

Arrowhead Promotion & Fulfillment
 CEO
 Sr. Director, Account Management





ARS Advertising

Associate Creative Director
Sr. Art Director
Sr. Associate Creative Director
Sr. Copywriter

Ashley Home Store

Director, Promotions & License Marketing
President of Sales

Associated Wholesale Grocers

Corporate Marketing Manager

Avocados from Mexico

Director, Trade Manager
Sr. Manager

Azteca Foods

VP, Marketing

Bacardi U.S.A. Inc.

Commercial Insights Director
Commercial Planning & Activation Director
Director of Shopper Marketing
Shopper Marketing Manager

BANFI

Creative Services Manager
Production Manager

Barilla America

Marketing Manager
Packaging Engineer
Shopper Insights Manager

Barrows Retail Marketing

Client Service Manager

Bauer Media

Southwest Retail Director

Bayer HealthCare

Director, Visual Merchandising

BeaconUnited

VP, Marketing

Beam Suntory

Commercial Marketing Director
Sr. National Account Manager, e-Commerce

Bennett Packaging of Kansas City Inc.

Creative Services Manager
National Account Manager
Sales Manager

Bevmoi

Director of Marketing

Big Bits

Owner
Project Manager

Big Y Foods

Director
Grocery Category Sales Manager
Sales Manager

Bigelow Tea Company

Director of Sales
Shopper Marketing Manager
Social Media e-Commerce Manager

Billaway

Chief Strategy Officer
CMO
Managing Director, Canada

Bish Creative Display

Sr. Account Executive

Bloglovin'

Director of Sales, Shopper Marketing

Blount Fine Foods

Sr. Brand Manager

Blue Calypso

CEO
CMO
Director of Marketing & Client Services

Blue Chip Marketing Worldwide

COO
Director, Business Leadership
EVP & GM, Retail Marketing
Print Producer
VP

Blue Soho

EVP, Product Solutions & Market Strategy
Managing Partner/Chief Digital Officer

BobCar Experiential Media

EVP, Business Development
Founder, CEO & President

BodyArmor Superdrink

Director of Customer Marketing, National Accounts

Borden Dairy Co.

Sr. Marketing Manager

Boulder Brands

Sr. Director, Customer Marketing

Braeside Displays

President & CEO

Brainshark / CCS Group

Managing Partner

Brand View

SVP

BrandShare

National Account Director, Midwest
President

BrandSpark

President & CEO
Program & Marketing Manager, USA
VP & Partner

Brandtrust

Sr. Manager, Client Development

Brb International Inc.

Shopper Marketing Manager

Breaktime Media

Account Director
Director of Sales
Regional Sales Manager

Brite Media

SVP, Sales

Brother International Corp.

Channel Marketing Manager

Brown-Forman Corporation

Customer & Channel Sales
Promotion Manager
Customer Marketing Manager
Digital Manager
Group Manager, Partnership Marketing
Integrated Communications Director

Buonasera Media Services

Marketing Manager
President
VP

Bush Brothers & Co.

Brand Manager

Butterball

Brand Manager, CPG
Sr. Manager, Consumer Promotions & Advertising
Sr. Insights Manager

C+R Research

Research Director
Sr. Research Director

Califia Farms

VP, Business Development

Campbell Soup/ Pepperidge Farm

Sr. Manager, Instore Merchandising
Sr. Marketing Manager

The Capre Group

CEO
Director
Principal Consultant

Carpet One Flooring and Home

Marketing Manager

Catalina

Director, Brand Development
Executive Director, Brand Development
Executive Director, Special Projects
Executive Director, Strategic Events Department
Group Director, Brand Development & Digital Sales
Group VP, Retail Development
Group VP, Retail Solutions
President, Catalina US
Regional Director, Digital Sales
Sr. Director, Brand Development
SVP, Chief Strategy Officer
VP, Brand Development

Catapult Marketing

Account Director
Creative Director
EVP
Management Supervisor
President
Sr. Director, Account Services
SVP, Client Services
SVP, Executive Creative Director
VP

CCG Marketing Solutions

Director, Consumer Sampling Operations
VP, Business Development

CDW Merchants

Manager

Cellfire

Executive Director, Brand Development

Cellotape Smart Products

CEO
President

Central Garden & Pet

Customer Marketing Manager

The Central Group

Director of Shopper Marketing
President, USA

Centro Inc

Account Lead
Platform Account Lead
Retail Director

Channel IQ

Sr. Director

ChannelAdvisor Corp.

Director, Product Management, Brands
Enterprise Sales Manager, Brands
Product Marketing Manager
Sales Engineer, Brand Solutions
Sr. Sales Executive

Chattem

Director, Sales Planning
Shopper Insights & Research Manager

Chefs Best

CEO
Marketing Manager

Chetu

Director of Operations
National Account Manager

Chris Elam Consulting

Director of Shopper Marketing

Cierant Corporation

VP, Client Solutions
VP, Enterprise Solutions

ciValue

Business Development Manager

Clavis Insight

Global Sales Director
VP, Business Consulting Services

CleverFoodies

Co-Founder

The Clorox Co.

Associate Director, Marketing
Associate Director, National Shopper Marketing
Brand Manager, Shopper Marketing
Director, Shopper Marketing, CAS & Multi-Cultural Capability

The Coca-Cola Co.

Assistant VP, Customer Marketing - Central Region
Assistant VP, Shopper Marketing
Commercial Planning Director
Director, Digital Shopper & Capability
Director of e-Commerce Capability
Director, e-Commerce Licensed Goods
Director, Global Shopper Marketing
Director, Industry Communications
Director, Refreshment Shopper Marketing
Director, Shopper Marketing
Director, Shopper Strategy & Innovation
Group Director, Digital Innovation
Group Director, Global Shopper Marketing
Group Director, Shopper Science & Design
Partner Manager
Project Manager, e-Commerce Capabilities
Shopper Marketing Director
Shopper Marketing Manager
Sr. Manager, Category Strategic Advisory
Sr. Manager, Shopper Experience Innovation
Sr. Marketing Manager, e-Commerce
Sr. Shopper Marketing Manager
SVP, Strategic Marketing
VP, Commercial Leadership
VP, Customer & Trade Communications
VP, NRS Customer Marketing
VP, Shopper Marketing

The Kraft Heinz Company

Lead, Brand Activation Services

Manager, Brand Activation
Marketing Manager, Brand Activation Services
Sr. Digital Innovator

Colgate-Palmolive Company

Brand Manager, Shopper Marketing
Director, Retail Marketing
Director, Retail Shopper Solutions & e-Commerce
Director, Shopper Marketing Center of Excellence, N.A.
e-Commerce Director
Shopper Insights Manager
Shopper Marketing Director
Shopper Marketing Manager
Sr. Promotion Design Manager
Sr. Retail Shopper Marketing Manager
Worldwide Director, Retail Marketing

Collaborative Marketing Group Inc.

Account Director
Partner
VP

Collective Bias Inc.

CEO/Founder
Chief Revenue Officer
COO/Founder
EVP, Business Development
Sr. Director, Business Development
SVP, Business Development
SVP, Marketing & Content
VP, Sales Strategy

ConAgra Foods Inc.

Director, Retail Innovation
Director, Shopper Marketing
Retail Innovation Manager
Shopper Marketing Manager
Sr. Director, Shopper Marketing
Sr. Shopper Marketing Manager

Constellation Brands Inc.

Director of Shopper Marketing
Sr. Trade Marketing Manager, Off-Premise

Content Analytics Inc.

Director of Partnerships, Sales, Client Service

Continental Identification Products

Director of Sales & Marketing

Conversant Media

Art Director
Digital Shopper Marketing Account Executive
Director
Manger of Event Marketing
Sales Director, Digital Shopper Marketing
Sr. Account Executive
SVP, Client Development
VP

Copernicus Marketing Consulting & Research

Marketing & Communications Manager

Cox Target Media/Valpak

Marketing Strategy Manager
Sales Director
VP

Crayola

Team Leader, Shopper Activation & Engagement

Creavisia

CEO
Sales Manager

Crisp

CEO
Chief Revenue Officer
Chief Technology Officer
Marketing Manager
Sales Executive
SVP, Managing Director
SVP, Marketing
VP, Product

CROSSMARK

VP, Business Development
VP, Client Service
VP, Marketing Services

Crush & Lovely

Director, Strategy & Partnerships

CSP Group/InnerWorkings

General Manager

CTL Global

Director of Business Development
Director of Research

Custom Intercept Solutions

Director, Sales & Marketing

CVS Health

Sr. Director

Daisy Intelligence

Partner, VP of Business Development
VP, Sales

DAS Companies Inc.

Director, Channel & Shopper Marketing

Data Display

CEO

DCI-Artform

General Manager

Decision Insight

Director of Marketing

Del Monte Foods Inc.

Manager, Category Management & Insights
Sr. Director, Marketing Activation

“This is the quintessential place where all the key leaders are making a priority to be.”

Tina Manikas, President

FCBRED

Delaware Supermarkets Inc.

Director of Sales & Marketing

Dell Inc.

Client Director
Global Retail Marketing Manager
Marketing Analytics Manager
Shopper Marketing Account Manager
Sr. Marketing Manager

Do-It Corp.

Director of Marketing
Regional Sales Manager
VP of Sales & Marketing

DS-IQ

Head of Sales
VP, Client Business Partner

**Design Phase Inc.**

CFO
President & CEO
VP of Sales

Designer Fragrances, Div. of Loreal USA

International Director, Category Management

Digimarc Corp.

CMO
Director of Marketing
Sr. Director, Consumer & Shopper Marketing
VP, Consumer & Shopper Marketing Solutions

DiSanti Hicks + Partners

Co-Founder, Managing Partner
Strategic Consultant

Display Technologies

VP, Retail Development

Do It Best Corp.

Advertising Director
Online Marketing Director

Duracell

Director of Shopper Marketing & Insights

DYNAMIQ

VP, Digital Sales
VP, Shopper Marketing Sales

E&J Gallo Winery

Sr. Director, e-Commerce
Sr. Director, Shopper Marketing
VP, Consumer & Product Insights & Development
VP, Digital Marketing
VP, Marketing Services
VP, Off Premise Customer Development
VP, Shopper Marketing & Sales Support

Eastwest Marketing Group

VP, Strategy

Edge Marketing

EVP

Edgewell Personal Care

Director
Shopper Marketing Manager
Sr. Director, Customer Strategy & Planning
Sr. Shopper Marketing Manager

emnos

Consulting Manager
Director
Managing Director
Sr. Consultant

Energizer Holdings

Manager, Visibility

Epsilon

Director, CPG Data Strategy
EVP
Shopper, Account Director
SVP, Client Services, CRM & Digital
SVP, CPG Sales
SVP, Executive Creative Director
SVP, Group Creative Director
SVP, Sales
VP, Client Service
VP, Creative Director
VP, Data Solutions

Essentra Specialty Tapes

Product Marketing Manager
Sales Director

Eversight Labs

CPG Director

Evite

Sales Director

Evogence

CEO
Sr. Solutions Engineer

Exact Media

Brand Strategy Manager
Co-Founder
Director of Insights
Head of Talent
Network Relationship Manager
Retail Account Executive

EXAL Corporation

Director of Sales
VP & General Manager
VP of Sales
VP of Strategy & Development

Excel Displays & Packaging

Area General Manager
Creative Director
Director of Retail & Brand
EVP, Sales & Marketing
Insights Manager
Sr. Designer
SVP, Sales & GM Bentonville Operations
VP, Sales & Services
VP, Shopper Marketing & Insights

eyeQ

Director, Business Development
Founder/CEO

Eyeview Digital

CMO
Director of Sales
Director of Strategy
Executive Director of Marketing
Executive Director of Sales
Head of Industry, CPG & Shopper Marketing
VP, Midwest Sales

Facebook

Head of Industry - CPG

“All of our clients are here. It’s a great time to be able to connect with them. Many of the suppliers we use are also here.”

DyShaun Muhammad, SVP



Family Dollar
Marketing Planner
Marketing Planning Manager

Fandango Rewards
Director of Promotional Sales
Retail Sales Manager

FCB/RED
Account Director
President
Strategic Planning Director
SVP/Group Director, Strategic Planning

Festival Foods
Brand Strategy Director

Fetch Rewards
VP, Business Development

FHC Marketing
National Sales Manager
President

FINECO Management Corp.
Business Unit Head
Creative Services Manager

Flex Lighting
CEO

Flipp
Managing Director, Product Development
Product Marketing Manager
Sr. Director, Partner Development
Sr. Manager, Retail Partnerships

Fluke Corp.
Global Merchandising Manager

The Food Group
Director

Food Lion
Manager of Customer Loyalty
Manager of Shopper Marketing

Foresight ROI
President
VP of Client Services
VP of Sales & Marketing

Freeosk
Creative Director
Sr. Interactive Designer
Sr. Project Manager
VP, Business Development

Fremantle Media North America
VP, Brand Partnerships

FreshDirect
SVP, Brand Partnerships

FreshSpace Media/ Advantage Retail Media
Account Director
Director, Sales
VP

FrontLine Marketing
SVP, National Sales Manager
VP, Sales

Fun Mobility
Director, Business Development
Director, Mobile Strategy
CEO

Gamnet International Inc.
President - CEO

Gannett-USA Today Network
Director, National Sales & Business Development

GE Appliances
Field Marketing & Shopper Marketing Manager
Merchandising & Trade Communications Manager
Shopper Marketing Manager
Trade Ad Manager

General Mills Inc.
Director, In Store Design & Events
e-Commerce Director
Logistics Business Manager
Manager, Display Planning

Geometry Global
Chief Performance Officer
Group Account Director
President - Shopper Marketing, North America
Research Director
Sr. Planner
VP, Account Director
VP, Group Account Director
Executive Director

Georgia Pacific
Sr. Shopper Insights Manager
Sr. Shopper Marketing Manager
VP

GfK
EVP, Shopper & Retail Strategy
SVP

Giant Eagle Inc.
Sr. Marketing Manager

Gimbal
Director, Enterprise Sales
SVP, Media Strategy
VP, Retail

GlaxoSmithKline
Shopper Marketing Manager

Good2Grow
Shopper & In-store Marketing Manager
VP, Marketing

Grabber Inc.
VP & General Manager

Great Lakes Packaging Corp.
Director of Sales

Great Northern Instore
CEO
Creative Director
Director of Shopper Marketing
VP, Display Sales Development
VP, Fulfillment Sales Development
VP, Marketing
VP, Sales
VP, Sales Development

Green Bay Packaging, In-Store Innovation
General Manager
In-Store Packaging Designer
National Design Manager, In-Store
President
VP, National Sales & Marketing

Grey Worldwide
Executive Creative Director, Shopper Marketing
Global CEO, Shopper Marketing
SVP, Account Director

Group 360 Worldwide
Account Planner
Account Supervisor

GSK Consumer Healthcare
Director, US Shopper Marketing
Shopper Marketing Team Lead

H.D. Hudson Mfg. Co.
Marketing Manager

Hafkey
President

Hakuhodo Inc.
Director
Planner

Half Price Books
VP, Marketing

Hallmark Cards Inc.
Marketing & Visual Merchandising Account Director
Marketing Manager

Hamacher Resource Group
Business Development Manager
Director of Marketing
Sr. Product & Pricing Analyst

Handstand Innovations
CEO

Hannaford
Director, Customer Loyalty Manager

Harley-Davidson Motor Co.
Product Manager
Product Marketing Project Manager
Project Lead
Publications Lead

Heartland Sweeteners
Shopper Marketing Manager
Sr. Director, Sales Strategy

HEB Grocery Store
Director - HEB Shopper Strategy & Loyalty Development
Director - HEB Targeted Marketing & Shopper Loyalty
Sr. Manager, Digital Marketing

Heineken USA
Commercial Marketing Manager
Manager, Sales Strategy & Shopper Marketing

HelloWorld Inc.
Account Director
Sr. Director, Mobile Solutions & Strategy
SVP, Marketing & Creative Services
VP, Group Account Director
VP, Managing Director, Client Leadership

Henkel North America
Director, Shopper Strategy
Sr. Manager, Shopper Strategy

Heritage Sign & Display
President
Project Manager

The Hershey Co.
Director Shopper Marketing
Director, Category Strategy
Insights
Director, Shopper Engagement Walmart & Club
e-Commerce Manager
Sr. Director, Sales Strategy & Shopper Engagement
Sr. Manager, Shopper Insights
Sr. Manager, Shopper Marketing
Sr. Shopper Engagement Manager

Higi
CEO
CMO
Director, Marketing Operations
Director, Media & Integrated Programs
SVP, Retail Engagement & Media
VP, Media & Integrated Programs
VP, Partnerships & Strategic Alliances
VP, Sales

HMS Manufacturing Co.
Brand Manager & Graphic Designer
Manager of Marketing Programs

HMT Associates Inc.
EVP
President/CEO
VP, Client Engagement

Hormel Foods Corp.
Marketing Director

House Party Inc.
Regional VP, Midwest

HowGood Ratings
CEO
Director of Sales

Hy-Vee Inc.
Director of Merchandising
VP, Direct Shopper Marketing

ibotta Inc.
Director of Sales

Iconex
VP, Global Business Development



PARTIAL LIST OF THE 2016 EXPO AUDIENCE

IGA USA

Director of Marketing
Sr. Analytic Consultant
SVP of Procurement &
Exclusive Brands
SVP of Retail & Business
Development

IGD Display

President
VP, Shopper Marketing
& Insight

IMS (Integrated Merchandising Systems)

Production Director
Sr. Director, Production

IN Marketing Services

EVP, Business Development
President of Marketing
Sr. Director
SVP
VP

InContext Solutions

Chief Customer Officer
Director of Marketing
Director of Product, 3D
Director, Client Development
Group VP, Solutions
Product Manager
Research & Development Lead
Sr. Game Engineer
VP, Business Development
VP, Client Development
VP, Products
VP, Shopper & Retail Solutions

Infinity Retail Services

VP, Business Development

Influenster Inc.

CEO
Chief Product Officer
VP, Business Development

InfoScout Inc.

Sales Director

Inmar Inc.

Director, Data Science &
Product, Technology
Solutions
Director, Digital Sales
Director, Marketing
Promotions Network
Sr. Business Development
Manager
Sr. Client Value Manager
Sr. Director, Business Line
Management, Promotion
Consulting-CPS
Sr. Director, Promotions
Analytics
Sr. Market Research Manager
SVP of Retail Promotion
Network, Promotion
Services-CMS
Sr. Manager, Promotions

InMarketing

VP, Technology

InnerWorkings

Sr. Production Manager
Innovations &
Development
VP of Enterprise Accounts

InnovAsian Cuisine

Marketing Director

InReality

Director, Business
Development
VP, Sales & Marketing

Insight Promotions

VP, Client Services

**Insignia Systems Inc.**

Director of Retail Network
Development
SVP, Marketing & Business
Development
SVP, Sales
VP, Business Development

Instacart

Director of Brand Partnerships
Head of Brand Partnerships

Instore Innovation Group

President/CEO

The Integer Group

Account Director
CEO
COO / Group President
Digital Account Supervisor
Director, Insight & Strategy
EVP
Group Account Director
Group Director, Business
Development
Planning Manager
Sr. Manager, Business
Development
SVP, Director of New Business
SVP, Integrated Commerce
SVP, Network Business
Development
VP, Director of Insight &
Strategy

IntegraColor

Director of Client Services

Interstate Resources

Designer
Director, Display Solutions

Invensense Inc.

Sr. Director, Business
Development
Sr. Director, Corporate
Marketing

Invisipon

Co-Founder & CEO

IRI

President, IRI Consumer &
Shopper Marketing
VP, Media COE

Isobar Marketing Intelligence

Practice
Co-CEO
Managing Director
Marketing Director
VP, Sales

Item Master

VP, Production & Marketing
VP, Strategy Business
Development

IVIE & Associates

Director, Marketing Strategy
Director, Shopper Marketing

Jack Link's

e-Commerce Manager
EVP, Sales
Marketing Director
Shopper Marketing Director
Shopper Marketing Manager
VP, Sales

Jelmar

Chief Revenue Officer
Design Manager
VP of Video Innovations

The J.M. Smucker Co.

Assistant Manager, Shopper
Marketing
Manager, Shopper Marketing

Johnson & Johnson Sales and Logistics Co.

Director of Category Insights
& Shopper Marketing
Director of Consumer
Promotion
Director of Shopper Solutions
Shopper Marketing Manager -
Walgreens

Kantar Retail Virtual Reality

Chief Knowledge Officer
Chief Revenue Officer
Client Director
Client Engagement Manager
Director, Retail Insights
EVP, Shopper Insights
Head of Offer Development
Product Manager
SVP, Data Alliances
US Technical Innovation
Manager
VP, Account Solutions
VP, Sales
VR Project Lead

KAO USA

Leader, Insights & Category
Management

Kellogg Company

Director, Integrated
Promotions
Integrated Promotions
Manager, Morning Foods
VP & Global Lead,
Data Governance

Kendal King Group

Director, Strategic Marketing
VP of Business Development
& Shopper

The Kennedy Group

Sr. Director of Sales,
Advertising/Media

Kent Pet Group

Forecasting Brand Manager

Keurig Green Mountain

Customer Marketing Manager
Director, Digital Shopper
Marketing
Shopper Marketing & Retail
Innovation Manager
Shopper Marketing Manager
VP, Customer Marketing

Kimberly-Clark

Associate Brand Manager,
Shopper Marketing
Brand Manager
Shopper Engagement
Manager

Kohl's Corporation

Sr. Manager, Graphics
Production

KraftHeinz

Customer Marketing Lead

LG Electronics

Sr. Shopper, Retail & Trade
Marketing Manager

Linqia

Shopper Marketing Lead

Liquidus

Director, CPG Strategy
EVP, Sales
VP, CPG & Shopper Marketing

LiveIntent Inc.

EVP of Ad Sales
SVP of National Sales

Loacker

VP, Sales

Lowe's

Director, Home Decor
Marketing
Director, Seasonal Marketing

Macaroni Kid

CMO

Madden Communications Inc.

Director, Studio Services
Permanent Fixture Executive
SVP

Marcus Thomas

Channel Marketing
Communication Manager
Sr. Director of Sales
Sr. Manager of Marketing
Communications

Market Track

Director of Marketing
Sales Manager, CPG
Sr. Regional Sales Manager
Sr. Research Director
SVP, Marketing

Marketing Alliance Group

Director, Marketing & Creative
Services

The Marketing Arm

Account Director
EVP, Planning, Insights,
Performance Science
SVP, Consumer/Shopper
Psychology
VP, Planning & Insights

Marketing Werks

Sr. Art Director
VP, Digital Strategy &
Innovation

MarketingLab/SellCheck

Director, Client Strategy
Managing Director
President

**"Everybody is looking to talk
to somebody."**

**Matt Hermenet, Business
Development Manager**

**Lifes2Good**

US Marketing Director

Lifetime Products

Merchandising Manager

MarketingWerks

SVP, Managing Director

MarketReach

CEO

Mars
Display Manager

The Mars Agency
Director, Digital Media
Director, Retail Marketing
Group
EVP/GM
SVP, Client Leadership
SVP, Retail Marketing Practice
VP, Business Development
VP, Client Leadership

Mars Chocolate
Shopper Marketing Team
Leader
Shopper Marketing Manager

mCordis
Co-Founder, Managing
Partner & North American
CEO

Mead Johnson Nutrition
Customer Marketing Manager
Sr. Category Development
Manager, e-Commerce

Media Math
General Manager, Audience
Group
Sr. Manager

Meijer Inc.
Customer Marketing Manager

MillerCoors
Business Process Partner
Director, Customer Solutions
Marketing Manager
Sales Activation Manager

Milwaukee Tool Corp.
SVP, Channel Marketing

Mirum
CFO
COO
EVP, Creative
Group Director, Innovation
Sr. Director, New Business
Development
VP, Client Engagement
VP, General Manager

Mission Foods
Trade Marketing Manager

Mizkan America
Shopper Marketing Lead

Moët Hennessy USA
Sr. Product Manager
VP, Trade Marketing

Momentum Worldwide
SVP, CPG & Digital Shopper
Lead
SVP, Shopper Marketing
North America

Mondelez International
Associate Director, Shopper
Marketing, CDSV
Customer Director, Shopper
Marketing
Director of Shopper Marketing
Global e-Commerce Director
Omnichannel Customer
Business Team Leader

Moneygram International
VP, Global Merchandising

Mosaic Shopper
Category Insights Manager
Director of Client Services
General Manager
VP, Strategy

Mother Parker's Tea & Coffee
US Food Service Channel
Marketing Manager

Motion Display
Regional Director of Accounts

Motus Worldwide
Founder/CEO

MoZeus Worldwide
Co-Founder
Marketing Director

Mspark
Director
VP

MultiAd Kwikie
VP, Sales & Marketing

MyPoints.com Inc.
Director, National Sales

MyWebGrocer
CEO
Director, Digital Shopper
Marketing
EVP
Sr. Account Director
SVP
VP, Corporate Development
VP, Data & Insights
VP, Sales
VP, Shopper Marketing Sales

Nakoma Products
Director of Marketing

National Pork Board
Director, Retail Marketing
and Innovation

Natural Chemistry
Brand Manager

Natural Insight
Account Manager

Nestle Purina
Managing Director

Networked Insights
Sales Director
VP of Marketing

**New Dimensions
Research Corp.**
Director of National Accounts
President

Newell Brands
Shopper Marketing Manager

**News America Marketing-
DYNAMIQ**
CMO
EVP, Central Division Sales
Group Sales Manager
SVP, Digital
SVP, Product & Global
Innovation
SVP, Regional Sales Manager
VP, Communications &
Development
VP, National Digital Sales
VP, Shopper Marketing

**NewStyle - Feeling
Comunicao Integrada Ltda**
Account Director
Planning Director
President

The Nielsen Co.
Director of Strategic Insights
Retail Consulting & Analytics
Director
SVP
VP, Retail

Niven
ACE-Paint Marketing Manager
ACE-Store Environment
Manager
Category Management
Sr. Account Manager
SVP
VP, Business Development
VP, Client Services
VP, Creative
VP, Sales

Northstar Balloons
Director of Custom Sales

Ocean Spray Cranberries Inc.
Director, Brand Activation

Offercraft
CEO
VP of Business Development

**Oil Dri Corporation of
America**
Brand & Customer Marketing
Manager
Director, Strategic Insights
VP of Marketing

OnShelf Media
Partner

“Face to face is a great attribute.”

Jason Prasad, Account Executive



Marxent Labs
Co-Founder & CEO

MASCO Corp.
Sr. Manager, Trade Sales
Visual Merchandising
Manager

**Massimo Zanetti
Beverage USA**
Director of Shopper Marketing
& Customer Insights
Sr. Manager, e-Commerce

MasterTag
CEO
Director of Innovation
Director of Sales & Marketing

Match Marketing Group
VP, Business Development

MaxPoint
Account Director
Content Strategist, Shopper
Marketing & Solutions
Director, MaxPoint Solutions
Director, Shopper Marketing
Sales
Executive Director, Sales
Insights Manager
Partner Lead, MaxPoint
Solutions Group
Sr. Director, Sales
Sr. Insights Consultant
Sr. Marketing Director
Sr. Marketing Manager,
Solutions
SVP, MaxPoint Solutions
VP, Marketing

McCormick & Company Inc.
Shopper Marketing Sr.
Manager
Global Digital Technology
Manager

McIntyre Metals
VP, Sales

McKee Foods Corp.
Category & Shopper
Development Analyst

MELT Food
Founder/Chairman/CEO
Partner
President

Menasha Packaging Co.
Account Manager
Customer Marketing Manager
Design Manager
Director of Marketing
Director of National Sales
Director of RII
Kraft Heinz Account Executive
National Sales Director
President
Retail Integration Manager
Sr. Director of Sales
SVP
VP, Marketing
VP, Retail Insights/Innovation
& Sales Operations
Walgreens Team Lead
Western Regional RII Director

Merck Animal Health
Sr. Brand Manager
Sr. Digital Marketing Manager

Mercury Plastics Inc.
VP, Sales & Marketing

MetaBrite Inc.
CEO
VP, Business Development

**Meyers Retail Marketing
Solutions**
National Promotions Manager
President
VP of New Business
Development, Label
Solutions

MFour Mobile Research
VP, Solutions

Midnight Oil
Director, Strategy

Miller Zell Inc.
VP, New Business
Development - Print
Management



PARTIAL LIST OF THE 2016 EXPO AUDIENCE



Oracle Data Cloud
Head of Brand Strategy - CPG

Organic Valley
Shopper Marketing Programs Manager

OSI Creative
Director of Marketing

Outerwall Inc.
Director of Partner Marketing, Redbox
Sr. Manager of Partner Marketing, Redbox

Ovation In-Store
Director, Sales Operations

Packaging Corporation of America (PCA)
Design Center Manager
Manager, Marketing Services
Sr. Structural Designer

Pandora Media Inc.
VP of CPG

Parabolic Agency
Partner, Client Solutions Lead
Principal

Paramount Home Entertainment
VP, Retail Marketing, North America

Partpushins
Category & Consumer Insights Manager

Pear
Director Brand & Agency Partnerships

Pep Promotions
Account Supervisor
New Business Integration Manager
VP of Marketing

PepsiCo
Marketing Manager
Shopper Marketing Manager
Sr. Manager, Shopper Marketing
Sr. Marketing Manager
Sr. Production Manager

Perch Interactive
CEO/Founder
Industrial Designer
VP of Marketing & Business Development

Pernod Ricard USA
Chain Activation Manager
Director, Marketing Activation Services
Sales Promotion Manager

Perrigo
Buyer
Packaging Engineer
Promotional Design Manager
Sr. Sourcing Manager

Pfizer Consumer Health
Director, Shopper & Category Insights
Director, Shopper Marketing Display Team Lead
Manager, Merchandising Solutions
Shopper Marketing Manager

Philips Lighting and Aisle411
Director, Marketing Retail & Hospitality
Retail Hospitality Account Management

Pinnacle Foods
Associate Brand Manager, Shopper Marketing
Director, Customer Insights
Director, Marketing Activation
Sr. Shopper Marketing Manager

Pinpoint Data
Director, Client Development
Director, Client Services

Pinwheel Logistics
Director, Sales & Operations
COO

Pitcher Inc.
Managing Director, Americas
Regional Account Manager

Pointsmith
Director, Merchandising & Insights

Pop Displays
Head of Integrated Tactics

Positec Tool Corporation
Marketing Manager

PowerReviews
CEO
Manager, Partnerships
SVP, Client Success

Pratt Industries
Creative Director of New Business Development
EHI Commercial Manager
Midwest Regional Manager
National Accounts Director
National Sales Executive
VP, Sales & Marketing

Precina
Marketing Director

Prestige Brands
Director of Sales
Shopper Marketing Director
Team Leader - Walgreens
VP, Marketing
VP, National Sales

Price Chopper- Market 32
Director, Shopper & Digital Marketing

Prime Package & Label
Sr. Account Executive

PrizeLogic
CEO
CMO
Director, Business Development
SVP, Managing Director
VP, Business Development
VP, Client Service

Procter & Gamble
Associate Brand Director
Brand Manager, Shopper Marketing
Director, Shopper Marketing
Shopper Marketing Manager, Walgreens
Walgreens Team Leader - Health & Household

Promo Point Marketing
Account Director
Field Promotion Manager
National Director, Marketing

Promoworks
Director, Client Service
Director, Logistics
Managing Director
Sr. Client Service Manager
SVP, Executive Creative Director
VP, Business Development

ProPac Marketing
Account Director

Publicis North America
Sr. Commerce Strategist

Publishers Clearing House
Director, Midwest Sales
Head of Media & Operations

Publix Super Markets
Corporate Marketing
Communications Manager
CRM Program Manager
Marketing Manager
Print Producer

Purchase Point In-Store Design Strategies
CEO
Director of Business Development
Director of Research
Sr. Designer

Purchase Point Solutions
Director of Client Relations
Director of Retail Insights
Global Design Director

Pure Fishing
Marketing Manager
Sr. Consumer Insights Manager

PureRed Integrated Marketing
SVP, Strategy & Business Development

Quad/Graphics
President, Marketing Solutions

Quotent
Client Marketing Director, Retailer Digital Solutions
Director, Marketing Communications & Creative Services
Group Director, Strategic Accounts
Marketing Communications Manager
Sales Director
Sr. Director, Corporate Development
VP of Business Development
Regional VP, Eastern Sales

Qwasi
Partner
VP

Race Trac
Promotions Manager

Randa Accessories
VP

Rapid Displays
Design Manager
Sr. Account Executive
VP

RB
Shopper Marketing Manager
Shopper Marketing Team Leader

Red Bull North America Inc.
National Trade Activation Manager

Red Fuse Communications
Global Managing Director, Shopper Communications
Sr. Art Director

Register Tape Unlimited
President
SVP

Retail Marketing International
Group Retail Director

Retail Performance Solutions
CEO/Founder

Retail Solutions Inc. (RSI)
CEO
Director, Business Development for Ansa
Director, Product Management for Ansa
Executive Director, Business Development
Managing Director for Ansa
VP & GM, BASE Shopper Marketing Services
VP Sales, North America

Retail Strategy Partners
Director
Managing Partner

Retale
VP, US Agencies

Return Path
Business Development Manager
EVP
Marketing Manager

RevTrax
CEO
Digital Sales Manager
Director of Customer Success
EVP, Marketing & Strategy
EVP, Sales & Customer Success
Sales Director, CPG & Retail
Sr. Sales Director
VP, Data Science
VP, Strategic Accounts

Reynolds Consumer Products
Shopper Marketing Program Manager
Sr. Manager, Consumer Activation

Robertshaw
Director of Communications

Rocket Man Digital
CEO

RTC
Director, Interactive Marketing

RX Edge
Design Director
EVP of Marketing

Saatchi & Saatchi X
COO
Director, Digital & Media Production
Director, Shopper Strategy
VP, Account Leadership & Client Partnership
VP, Client Partnership & Brand Strategy, North America

SAB Miller
Head of Trade Shopper Marketing, Latin America
Key Accounts Director Lat Am

Salsify
Director of Account Management
Director of Marketing Communications
VP of Marketing

Sampler
Founder

Samsung Electronics America Inc.
Business Development
Manager, Vertical Business

The Sandbox Agency
Account Supervisor
Managing Director
Principal

Saputo Cheese USA Inc.
Business Development
Manager
Marketing Manager

Sargento
Customer Shopper Marketing
Manager

Sashco Inc.
Brand Manager

Sato America Inc.
Sr. Director, Strategic Sales
Sr. Major Account Manager
Sr. Strategic Account
Executive
Strategic Accounts Executive
- Western US & Canada

Save-A-Lot
Director, Digital Marketing
Sr. Director, Marketing &
Advertising

The Save Mart Companies
Director of Customer
Engagement

SavingStar Inc.
Director, Sales
EVP, Sales
VP, Customer Development
VP, Partner Management

SC Johnson & Son Inc.
Shopper Marketing Director
Shopper Marketing Manager

SCA Promotions
Account Manager
Strategic Account Director

Scentsphere
Account Executive
President

Scoppechio
SVP/Director of Client
Services

The Scotts Miracle-Gro Co.
Shopper Marketing Manager

Sears Holding Corp.
Creative Director, In-Store
Experience
Creative Manager
Director of Design &
VM Strategy
Director, Strategic
Partnerships
Experience Manager
Graphic Designer, In-Store
Experience

SFW
CEO
Director of Digital
Director of Strategy

Shelfbucks
CEO
Chief Product Officer
CMO
COO
Director of Client Service
EVP of Operations
Sr. Director of Sales

ShopAdvisor
Director of Sales & Operations

Shopkick
B2B Marketing Manager
Director, Account
Management
Director, Brand Partnerships
Head of Customer Success
Head of Marketing & PR
Head of West Coast Sales
National Director of Sales
Planning
VP, National Brand Sales

ShopLiftr
Co-Founder & EVP
VP, Marketing

Shopper2Buyer; Kinetic Worldwide
Director, Retail Media
Strategy & Planning

Shoptology
CEO
Head of Insights & Planning

SITO Mobile
Sales Director
VP

Slice Intelligence
Director of Sales
VP, Analytic Solutions &
General Manager, CPG



SMACK
CEO
VP, Consumer Solution

Smurfit Kappa North America
California Sales Director
Experience Center Manager
Sales Manager
VP, Panamerican Sales

Snipp Interactive Inc.
Board of Director
Chief Client Officer
Director of Sales
VP, Loyalty
VP, Sales & Business
Development

Solo Cup Company
Consumer Engagement
Manager

Sonoco Display and Packaging
Designer
Marketing Services Manager
Midwest Account Manager
Sr. Designer
Sr. Industrial Designer

Sopakco Inc.
Marketing & New Business
Development Manager
VP of Sales & Marketing

Southeastern Grocers
Director, Shopper Insights

Southern Imperial Inc.
Director, Marketing
Communications
Regional Account Manager
Sr. Industrial Designer

Southwire Company
Packaging Engineer
Sr. Retail Channel Manager

Star Cloud Services
VP of Sales & Marketing

Starbucks Coffee Co.
Director, Shopper Marketing

Starlite Media
Director

Sterilyfe USA
CEO
President

Stone Soup 3
Area Sales Manager
Director of Sales

Storck USA
Marketing Manager

**StoreBoard Media/
Advantage Retail Media**
Account Director

STRATACACHE
EVP, Retail Media Networks
SVP, Sales & Business
Development

Sundial Brands
Director, Retailer Engagement
VP, Data Insights
VP, Retailer Engagement

Sunny Delight Beverages Co.
Shopper Marketing Manager

Swedish Match US Division
National Retail Marketing
Manager
Promotions & POP Manager

Swift IQ
CEO

Swift Shopper
COO
Chairman

Symphony EYC
Director, Client Engagement
Sr. Account Manager
VP, Business Development

Syntegrate Consulting
CEO
Sr. Manager, Shopper
Marketing

Systematics Inc.
Director of Sales & Marketing
Project Manager

Tactico Inc.
Account Manager

Tag Worldwide
Sr. Director

Take 5 Media Group
Director of Digital Data
Solutions
Head of Strategic Digital
Accounts
Multi-Channel Marketing
Manager
National Accounts Manager

Target Corporation
Director of Development
National Account Director

Team Unilever Shopper
Shopper Marketing Manager

Tempt In-Store Productions
Design Manager
Product Manager
SVP, Sales
VP, Sales-Commercial
Specialty

Thanasi Foods
Marketing Director
VP, Marketing

Thinfilm Electronics
Director of Sales, NA
Director, Field Applications
Engineering
Sr. Marketing Director

**TimBar Packaging & Display,
Point of Purchase Division**
Director of Marketing



Time Inc. Retail

Customer Marketing Director
Field Shopper Marketing
Manager
Sr. Director, Consumer
Product Development
VP, Marketing
VP, Strategic Partnerships

Touchpoint 360

General Manager

TPG Rewards

Account Director
President & CEO
SVP

TPN

Account Director
Digital Commerce Director
Group Account Director
Managing Director, Digital
Commerce & Integration
Managing Director, Shopper
Marketing
Managing Director, Sports &
Experiential Marketing
President & COO
Sr. Managing Director, Client
Services & Development
Sr. Managing Director,
Technology & Innovation
VP Strategic Planning Director
VP, Account Service
VP, Executive Creative
Director
VP, Planning

Tracer Imaging

CEO
Sr. Director of Business
Development
VP of Global Sourcing
VP of Operations

TracyLocke

Account Executive
Account Supervisor
Creative Director
Sr. Strategist-Planner
Strategy Director, Digital
Shopper Marketing

Trans World Marketing

National Account Manager

Treasury Wine Estates

Production Manager
Promotions Manager

Treid SpA

CEO
Chief Client Officer

Triad Retail Media

Director, Sales
Director, Strategic
Partnerships
SVP, Client Development
SVP, Client Relations
SVP, Multicultural
VP, Audience Extension Sales
VP, Client Development
VP, Strategic Partnerships

Trumari

Sales Manager

TTI Floor Care North America

Merchandising Manager
Shopper Marketing Manager

Tyson Foods

Director, Category Leadership
Director, Shopper Insights
Sr. Director, Category
Leadership
Sr. Marketing Manager
VP, Shopper & Category
Development

Ulta Salon Cosmetics & Fragrance Inc.

Manager, Store Graphic Design
Production Designer
Visual Merchandising Manager

Unata

Business Development
Manager
Director of Marketing &
Communications
Founder & CEO
VP, Retail Solutions

United Displaycraft

Account Manager
Design Engineer
Director, Account Management
Director, Engineering
Director, Industrial Design
President
Sr. Account Executive
Sr. Account Manager
Sr. Design Engineer/Model
Shop Manager
VP, Development
VP, Sales & Development

Universal Display

Director of Marketing
President & CEO

Upshot Inc.

Creative Director
Digital Media Supervisor
SVP, Planning
VP, New Business
Communications

Valassis

Digital Sales Director
Director, Client Marketing
Director, Digital Sales
Sales Director
Sr. Manager, Client Marketing
CPG
Sr. Manager, Sales Strategy
SVP, Digital Media Sales
SVP, IMS/CPG-GDM Sales
Thought Leadership &
Insights Manager
VP, Digital Sales
VP, Shopper/Marketing

Valspar Corp.

VP, General Manager, Ace
Business Unit

Verifone Media

Account Director, CPG
Director of Marketing, Media
Sr. Account Executive, Digital
Media
Sr. Marketing Manager
VP, Digital Media

Vestcom International Inc.

Shopper Marketing Director
SVP & General Manager,
Shopper Marketing
Solutions
VP, Shopper Marketing

Viacom Inc.

Retail Marketing Manager,
Nickelodeon

VideoMining Corp.

Founder & CEO
SVP, Client Solutions
VP, Client Solutions

Virtual Incentives

CEO
VP, Sales

Visionworks

Director, Creative Services &
Visual

**Visual Latina**

VP, Account Services &
New Business

VSBLTY

CEO
Channel Development
Director
Co-Founder & Partner
Manager, Field Operations
VP, Client Services

VTech Electronics

Merchandising Manager

Vulcan Spring & Manufacturing

Director, Business
Development

Wakefern Food Corp.

Shopper Marketing Manager
VP

Walgreen Co.

Director
Group VP & General
Merchandising Manager,
Competitive Convenience
Manager, Loyalty &
Personalized Marketing
Manager, Loyalty Insights
Sharing
Project Manager
Sr. Manager, Space
Management
Sr. Project Manager

Walker In-Store

Director of Client Services

Walmart Stores Inc.

Global Head of Content
Acquisition
Sr. Director, Marketing
Sr. Manager, Visual
Merchandising
Sr. Marketing Manager
VP, Marketing, Customer
Experience

WaterWipes (USA) Inc.

Shopper Marketing Manager

WD 40 Company

Brand Manager
Director of Shopper &
Customer Strategy
Sales Manager

We Pack Logistics

VP of Business Development

Webcollage

Director, Major Accounts
Regional Account Manager

Wellpet

Director of e-Commerce

Western Reflections

Marketing Manager
Sr. Channel Marketing
Manager

WestRock Merchandising Displays

Account Manager
Design Manager
Director, Shopper Marketing
Marketing Manager
Strategic Account Director
SVP & General Manager,
Merchandising Displays
SVP, Enterprise Solutions
SVP, Sales
VP, Business Development
VP, Innovation
VP, Marketing & Permanent
Sales
VP, Sales

Wetzel Brothers

National Account Manager
Sr. National Account Manager

Whirlpool Corporation

Sr. Category Manager
Sr. Director of Marketing

Wild Blue Technologies

Account Services Director
Interactive Director

William Wrigley Jr. Co.

Category Manager
Sr. Manager

Wilton Brands

Channel Marketing Manager
Operations Manager
Shopper Marketing Manager

Woodman's Food Market

Assistant Marketing Director
Marketing Director

Woodruff Corp.

Marketing Manager
Midwest Territory Manager

World Kitchen

Director of Global Brands &
New Product Development
Director, Global Category &
Shopper Insights
Director, Packaging
Manager, Packaging &
Merchandising
Marketing Manager
Sr. Sales Director
VP, Global Digital Marketing
VP, North America Sales &
Customer Marketing

WPP Group USA Inc.

Marketing & Events Manager

WS Packaging Group

Sr. Account Executive
Strategic Account Director

WSL Strategic Retail

CEO & Chief Shopper

Yahoo! Inc.

Category Sales Director, CPG
Sr. B2B Marketing Manager
VP & Industry Lead, CPG

Yieldbot

CEO
Director, Client Services
Director, Shopper Sales
President
Sr. Client Services Manager
Sr. Director, Shopper Sales
SVP, Shopper Sales
VP, Brand Marketing

You Technology

COO
VP of Marketing

Zach's Spray Seasoning Inc.

Director of Marketing

Zulily

Business Development &
Direct Marketing Manager