

# Women of EXCELLENCE

PATH TO PURCHASE  
**INSTITUTE**

## Congratulations!

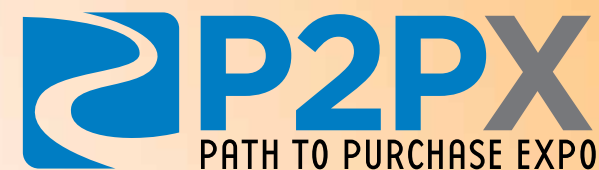
The Institute is proud to recognize the 2016 Women of Excellence, a deserving group of female executives who have distinguished themselves in the industry through their leadership and involvement in influencing shoppers along the path to purchase.

Join us to honor and celebrate these inspiring women during the Path to Purchase Expo.

Special Remarks From:  
**Amy Hahn**  
SVP of Marketing



**Women of Excellence Reception**  
Sept. 21, 5:30 - 7:30 pm  
Donald E. Stephens Convention Center  
Rosemont (Chicago), IL



Learn more at [Path2PurchaseExpo.com/networking-events](http://Path2PurchaseExpo.com/networking-events)  
For sponsorship information email [cbolkcom@p2pi.org](mailto:cbolkcom@p2pi.org)

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# 2016 Honorees

**7-Eleven Inc.**  
• **Laura Gordon**, VP, Marketing & Brand Innovation

**Abbott Laboratories**  
• **Adrienne Lambert**, Sr. Manager, Shopper Marketing

**Ahold USA**  
• **Amy Hahn**, SVP of Marketing

**Albertsons Companies**  
• **Deb Fifles**, VP, Consumer & Shopper Insights

• **Karen Sales**, VP of Shopper Marketing

**ARC Worldwide**  
• **April Carlisle**, SVP, Global Shopper Marketing

• **Karuna Rawal**, EVP, Business Director

**Barilla America**  
• **Debbie Zeffing**, Director, Customer & Shopper Development

**Bayer HealthCare**  
• **Eileen Wolfe**, Director, Shopper Marketing

**Blue Chip Marketing Worldwide**  
• **Sarah VanHeirsele**, SVP of Innovation

**Brown-Forman Corp.**  
• **Marjorie Dufek**, Director, Integrated Marketing Communications, North America

**Carpet One Floor & Home**  
• **Janice Jacobs**, VP, Marketing

**Catapult Marketing**  
• **Heidi Froseth**, EVP, National Shopper Retail Leader

**The Clorox Co.**  
• **Sarah Ortman**, Associate Director, National Shopper Marketing

• **Kristin Woznen**, Global Director of E-Commerce

**The Coca-Cola Co.**  
• **Julie Bowerman**, Global VP, E-Commerce, Shopper Marketing & Digital

• **Karyn Froseth**, Group Director, Shopper Science & Design

• **Megan Tallman**, VP, Customer & Trade Communications

• **Diane C. Wallace**, VP, Retail Marketing, National Retail Sales

**Colgate-Palmolive Co.**  
• **Samantha Boulukos**, Director, E-Commerce

**Collective Bias Inc.**  
• **Holly Pavlika**, SVP, Marketing & Content

**ConAgra Foods Inc.**  
• **Liz Mohr**, Director of Shopper Insights

**Constellation Brands Inc.**  
• **Tracy Frisbie**, Director of Shopper Marketing

**Coty US**  
• **Jessica Kalinger**, Sr. Director, Category Management & Shopper Insights

**Crayola**  
• **Mimi Dixon**, Customer Development & Activation Lead

**Crisp**  
• **Risa Crandall**, SVP, Managing Director

**Curb Crowser**  
• **Shandra Zurn**, VP

**CVS Health**  
• **Judy Sansone**, SVP, Front Store Business & Chief Merchant

**Dean Foods**  
• **Susan Stege**, Sr. Director, Category & Shopper Insights

**Del Monte Foods Inc.**  
• **Jennifer Reiner**, Sr. Director, Shopper Marketing, Category Management & Insights

**Dole Fresh Vegetables Inc.**  
• **CarrieAnn Arias**, VP, Marketing

**Dr Pepper Snapple Group Inc.**  
• **Sheila Bonner**, VP, Shopper Marketing

**Edge Marketing**  
• **Allison Welker**, EVP, General Manager

**Edgewell Personal Care**  
• **Beth St. Raymond**, Director of Shopper Marketing & Merchandising & Display



"Thanks for the honor and recognition. I certainly am humbled and so glad to work with such amazing folks who've been a big part of everything I've been able to do."

— **Alicia Smestad, EVP, Sr. Group Director, Nsight Connect**

**Energizer Holdings**  
• **Thu Bang**, Sr. Manager, Americas Shopper Activation

**Epsilon**  
• **Kim Finnerty**, SVP, Consumer & Shopper Insights

**FCB/RED**  
• **Tina Manikas**, President

**Ferrara Candy Co.**  
• **Amanda Greenberg**, Sr. Director, E-Commerce

**FreshDirect**  
• **Michelle Harmon-Madsen**, SVP, Brand Partnerships

**Geometry Global**  
• **Justine Greenwald**, Executive Creative Director, Field & Experiential

• **Soche Picard**, EVP, Team Unilever Shopper Managing Director - NY

**Georgia Pacific**  
• **Laura Knebusch**, VP, Marketing Activation

**GfK**  
• **Sarah Gleason**, SVP

**Grey Worldwide**  
• **Karen Barnaby**, SVP

**GSK Consumer Healthcare**  
• **Cara Kahaly**, Director, U.S. Shopper Marketing

**HelloWorld Inc.**  
• **Jen Todd Gray**, SVP, Marketing & Creative Services

**The Hershey Co.**  
• **Jenni Pustinger**, Sr. Director, Shopper Marketing, Walmart/Sam's Club

**HMT Associates Inc.**  
• **Patti Conti**, President & CEO

**Hy-Vee Inc.**  
• **Donna Tweeten**, SVP, CMO

**IN Marketing Services**  
• **Lisa Klauser**, President, Consumer & Shopper Marketing

**The Integer Group**  
• **Ellen Cook**, President/Integer Dallas

**The J.M. Smucker Co.**  
• **Liz Mayer**, Sr. Manager, Shopper Marketing

**Johnson & Johnson Sales and Logistics Company**  
• **Heather Campaign**, Director, Shopper Marketing

**Kao**  
• **Diane Isler**, Sr. Manager of Insights & Category Management

**Kellogg Co.**  
• **Stacey Ring-Sanders**, VP, Category Management

**Kimberly-Clark**  
• **Anne Jenkins**, Director, Shopper Marketing

• **Liz Metz**, Sr. Director, Shopper Engagement

**The Kraft Heinz Co.**  
• **Eileen Bruckert**, Associate Director, Insights & Innovation

**L'Oreal**  
• **Rachel Weiss**, VP, Digital Innovation & Entrepreneurship

**LG Electronics**  
• **Rachel Olson**, Sr. Shopper, Retail & Trade Marketing Manager

**Lowe's**  
• **Jocelyn Wong**, SVP & General Merchandising Manager, Seasonal

**The Marketing Arm**  
• **Jordis Rosenquest**, EVP Planning & Insights

**Marketing Werks Inc.**  
• **Holly Meloy**, SVP, Managing Director

**MarketingLab**  
• **Katie Seleski**, Account Director

**The Mars Agency**  
• **Kris Abrahamson**, VP, Client Leadership

• **Tammy Brumfield**, SVP, Retail Marketing Practice

**Mars Chocolate US**  
• **Susan Barkalow**, Director of Shopper Marketing

**Mars Petcare**  
• **Amelia Strobel**, Global Strategic Insights & Innovation Leader

**Match Marketing Group**  
• **Liz Crawford**, SVP, Strategy & Insights, Shoplab

**MaxPoint**  
• **Lynn Vitello**, VP, Marketing

**Meijer Inc.**  
• **Diane Boeskool**, Customer Marketing Manager

• **B. Marisa Thompson**, VP, Marketing, Promotional Planning & Business Development

**Menasha Packaging Co.**  
• **Jill Andersen**, Director of Marketing

**MillerCoors**  
• **Jovina Young**, Director Channel Marketing, C-Stores

**Mirum**  
• **Laura Karmarkar**, VP, General Manager

**Momentum Worldwide**  
• **Laura Moser**, SVP, Retail & Shopper Marketing Practice Lead, NA

**Mondelez International**  
• **Ameeta Held**, U.S. Director, Shopper Insights & Category Management

• **Kim Yansen**, Customer VP, Value Channel

**Mosaic Shopper**  
• **Kristen Buss**, VP, Strategy

**Nestle USA**  
• **Jill Schermerhorn**, Team Leader, Shopper Marketing, Category & Shopper COE

**Nestle-Purina**  
• **Linda Hervatin**, Director, Shopper Marketing

**Nsight Connect**  
• **Alicia Smestad**, EVP, Sr. Group Director

**PepsiCo**  
• **Jackie Clifton**, Director, Shopper Marketing, Quaker Foods & Snacks

• **Katie Schiavone**, Sr. Director, Shopper Marketing, PepsiCo NAN Brands

• **Esperanza Teasdale**, Sr. Director of Shopper Marketing

**PETCO**  
• **Rebecca Frechette**, SVP of Merchandising

**Pfizer**  
• **Heather Storms**, Director, Shopper Marketing

**Philips Consumer Lifestyle**  
• **Kelly Downey**, VP, Digital & Shopper Solutions

**Procter & Gamble**  
• **Judi Kletz**, Associate Director, Marketing Ops

• **Joy Mead**, Associate Brand Director

**PureRED Integrated Marketing**  
• **Stacey De Voe**, SVP, Marketing

**Quotient**  
• **Lisa Roman**, Director, Marketing Communications & Creative Services

**Rapid Displays**  
• **Kelly Fischer**, Account Executive

**RB**  
• **Cheryl Policastro**, Shopper Marketing Team Leader

**Red Bull North America Inc.**  
• **Melissa Leggett-Accad**, Trade Marketing Director

**Retail Solutions Inc. (RSI)**  
• **Meredith Williams**, Director, Business Development, Ansa

**Reynolds Consumer Products**  
• **Nancy Bedwell**, VP, Category Management

**Saatchi & Saatchi X**  
• **Jessica Hendrix**, President & CEO

**Samsung Electronics**  
• **Kimberly Senter**, VP, Category Management & Sales Strategy

**Sandbox**  
• **Nicole Turner**, Managing Director, Retail Communications

**Sargento Foods Inc.**  
• **Nicole Pavlica**, Sr. Shopper Marketing Manager

**SC Johnson & Son Inc.**  
• **Amy Dragland-Johnson**, Director, Shopper Marketing



"Thank you so much for this unexpected but tremendous honor and recognition - what a fabulous idea to recognize women in the industry!"

— **Amy Dragland-Johnson, Director, Shopper Marketing, SC Johnson & Son**

**Shelfbucks**  
• **Catherine Lindner**, Chief Merchant Officer

**S2B, tenthavenue**  
• **Ann McGrath**, Group Director

**Shoptology**  
• **Julie Quick**, SVP, Head of Insights & Strategy

**Sonoco Display and Packaging**  
• **Meg Bekker**, Director of Sales & Marketing, NA

**SparkShopper Ltd.**  
• **Heidi Reale**, Founder Shopper Marketing

**SpartanNash**  
• **Linh Peters**, VP, Marketing

**Starbucks Coffee Co.**  
• **Tiffany Huey**, Director, Shopper Marketing

**Target Corp.**  
• **Lori O'Neal**, Director - Target Media Network

• **Lisa Roath**, Sr. Director, Merchandising Strategy & Transformation

**Tempt In-Store Productions**  
• **Danielle Leiser**, Sales Representative

**TPN**  
• **Sarah Cunningham**, Sr. Managing Director, Client Service & Development

• **Nancy Shamberg**, Managing Director, Shopper Marketing

**TracyLocke**  
• **Mary Kotyuk**, Strategy Director, Digital Shopper Marketing

**TTI Floor Care North America**  
• **Amanda Sloan**, Director, Shopper Marketing

**TWNOAKS**  
• **Maureen O'Hare**, VP, Business Development

**Tyson Foods**  
• **Wendy Jean Bennett**, Director of Shopper Marketing

**Unilever**  
• **Cory Fraehsdorf**, Shopper Marketing Manager, Drug Channel

**Universal Display**  
• **Michelle Skene**, Director of Marketing

**Upshot Inc.**  
• **Lisa Hurst**, SVP, Account Management

**Wakefern Food Corp.**  
• **Cheryl Williams**, VP, Marketing

• **Donna Zambo**, Sr. Director, E-Commerce & Digital Innovation

**Walgreen Co.**  
• **Mindy Heintskill**, VP, Loyalty & Personalized Marketing

• **Cherise Ordlock**, Divisional VP, Digital Commerce

**Walmart**  
• **Jamie Sohosky**, VP, Marketing, Customer Experience

**WestRock**  
• **Diane Anderson**, VP, Regional Sales

**William Wrigley Jr. Co.**  
• **Amber Spiller**, National Account Manager, E-Commerce

**World Kitchen**  
• **Rita Finley**, Director, Category & Shopper Insights

**WSL Strategic Retail**  
• **Wendy Liebmann**, Founder, CEO & Chief Shopper