

# GMA Executive Conference

Connecting Today to Grow Tomorrow

# “Charting Your Course to Trade Promotion Optimization”

**Gary Singer**—Partner, Accenture

**Kim Feil**—Vice President & CMO, Walgreen

**Robert Hill**—President & CEO, Acosta

**Lisa Klauser**—Vice President, Unilever

# Gary Singer, Accenture Global Trade Promotion Management Lead



Gary is a Partner in Accenture's Customer Relationship Management Practice. He is the Global Lead for Accenture's Trade Promotion Management Practice. As such, he oversees Accenture's global work in trade promotion management and effectiveness including process redesign, trade strategy & analytics, system/tool implementation, and trade marketing organization capabilities.

Gary has spent over 20 years developing improved go-to market strategies for companies in the CPG industry including sales reengineering, retail selling, consumer direct, customer segmentation, marketing effectiveness, coupon processing, and trade promotion management.

Gary recently co-authored "Charting Your Course to Trade Promotion Optimization" with the Promotion Optimization Institute (POI).

# Kim Feil, Walgreen Vice President and Chief Marketing Officer



Kim is Vice President and Chief Marketing Officer for Walgreens. She joined Walgreens in September 2008 and is leading a new Marketing organization to respond to the evolving needs of Walgreens' customers and pharmacy patients.

Kim has 25 years of experience in marketing, sales and strategic planning. Previously, she was Senior VP and Chief Marketing Officer for Sara Lee North America. While there, she led a food and beverage marketing transformation that revitalized the company's brand portfolio and built a new marketing organization and instigated comprehensive new marketing strategies.

Kim is the National Secretary and a member of the Board of Directors of the Network of Executive Women.

# Robert Hill, Acosta President and Chief Executive Officer



Robert is a long-time sales and marketing professional who has served Acosta in a variety of capacities. He brings in-depth industry knowledge, strategic sales execution excellence, and strong client relationships. Robert was President of Siler Brokerage and managed sales and marketing for numerous CPG companies when Acosta acquired Siler in 1994. After a series of positions, he was appointed Acosta President and Chief Operating Officer in 2004.

Robert has led Acosta in meeting the sales and marketing objectives for more than 1,000 CPG companies, and the acquisition and integration of 20 agencies to increase Acosta's size, scale and service offerings. He became President and Chief Executive Officer on January 1, 2009.

Robert serves on numerous industry-related boards and is active in the Jacksonville community.

# Lisa Klauser, Unilever VP of Customer & Consumer Solutions



Lisa Klauser is Vice President Consumer & Customer Solutions Unilever U.S. and Canada. In this role, Lisa is responsible for leading 360° Marketing and Customer Solutions across Unilever. Lisa is the Chairman for the Unilever Brand Board ensuring marketing excellence across the North American portfolio. In addition, Lisa is responsible for sales capability building across all North American customers.

Prior to this, Lisa was the Vice President of Integrated Marketing for Unilever Foods, where she developed innovative capabilities in Customer Marketing and Consumer Relationship Marketing. Lisa has been with Unilever for 18 years in positions of increasing responsibility.

Lisa is on the Board of Directors of the Network of Executive Women as well as Vice Chair for the Promotion Marketing Association.

# Today's Objectives

- Share a point-of-view on what is going on in the area of Trade Promotion Optimization—along with the challenges & benefits
- Let you hear from your peers as to what they are doing to implement Trade Promotion Optimization (TPO)
- Provide an open forum to you to discuss and get answers to your questions

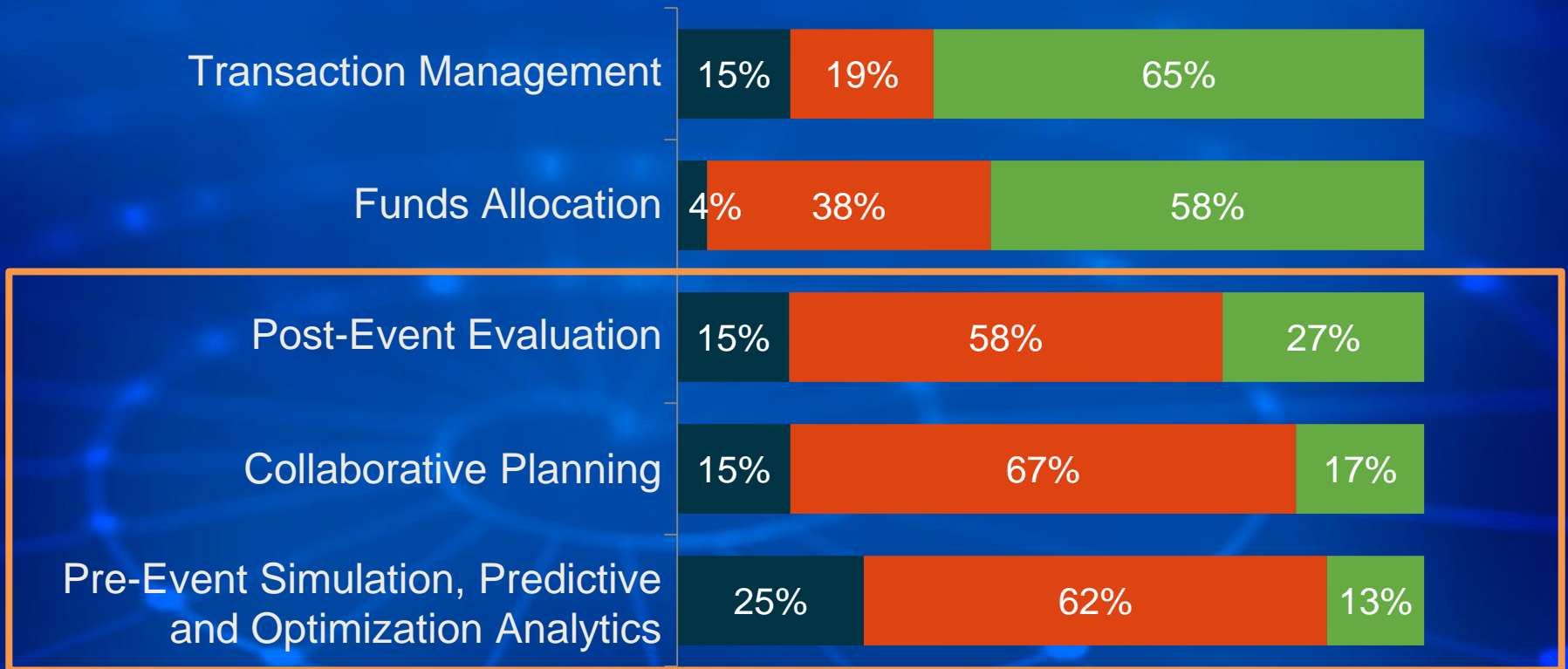
# Key Trends in the Industry

- TPM is Shifting to TPO
- Barriers Exist Yet are Coming Down
- Solutions are Emerging
- Companies are Taking Action
- The Benefits are Real
- The Key is Getting Started



# TPM is Shifting to TPO

## Self-Reported TPM/TPO Maturity Levels



■ No or Low Capabilities   ■ Average Capabilities   ■ Above Average Industry Leading Capabilities

Source: 2011 POI/Accenture "Charting Your Course to TPO" Survey

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# Barriers Exist Yet are Coming Down

## Percent of Respondents Ranking Barrier in Top 3



# Solutions are Emerging



Accenture CAS

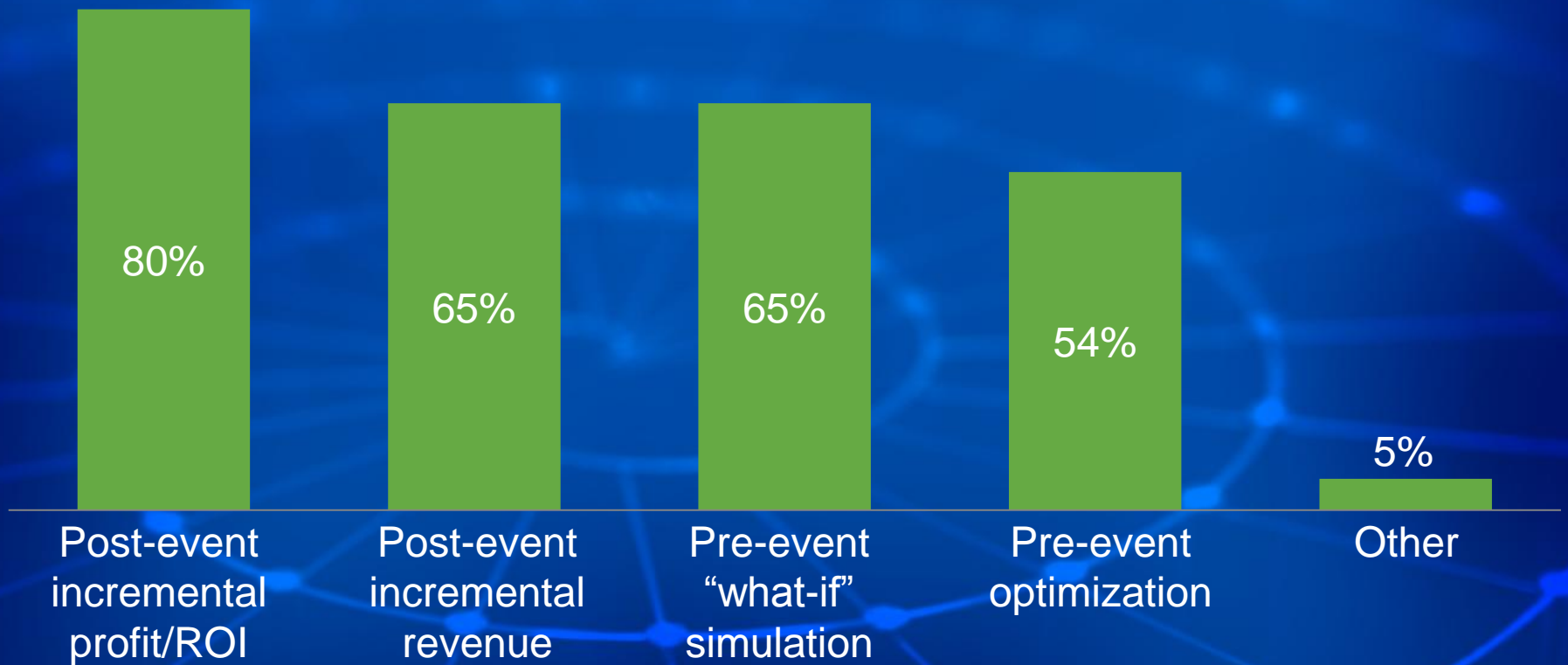


M-FACTOR



# Companies are Taking Action

## Types of TPO Performed by Companies



Source: 2011 POI/Accenture "Charting Your Course to TPO" Survey

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# The Benefits are Real

## Benefits Seen from TPO Implementation



Source: 2011 POI/Accenture "Charting Your Course to TPO" Survey

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# The Benefits are Real (CPG Manufacturer Example)

- Built econometric models to predict lifts
- Developed proxy/surrogate coefficients
- Modified promotion analysis processes
- Supported Sales for training/adoption

Forecast  
Error

↓ 50%

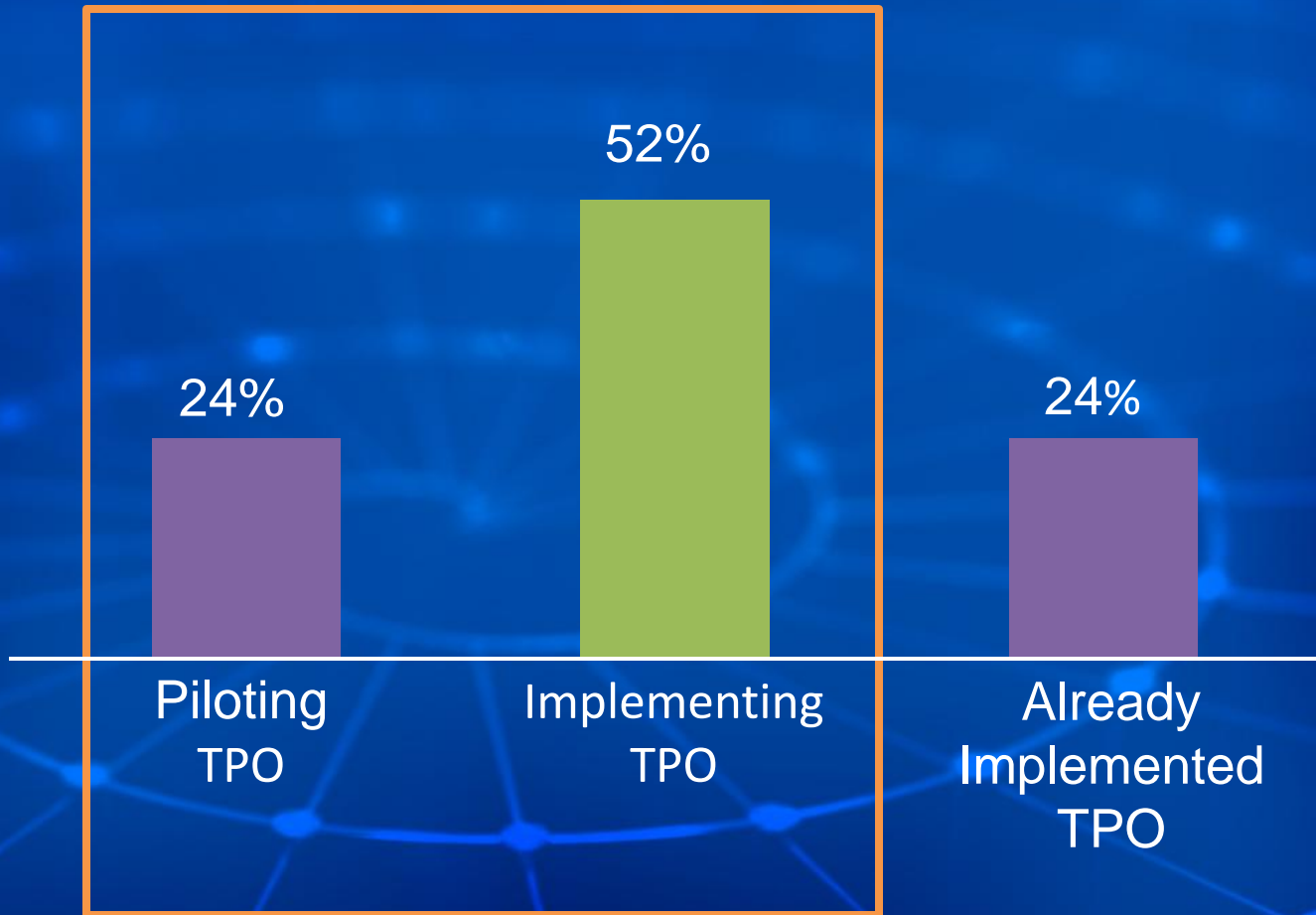
Inventory  
Position

↓ 30%

Return  
on Sales

↑ 2-4%

# The Key is Getting Started



Source: 2011 POI/Accenture "Charting Your Course to TPO" Survey

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# Panel Discussion

- What drove you to begin implementing TPO?
- What are your biggest TPO issues/challenges?
- What actions are you taking or have you taken?
- How have you gotten started (pilots, select customers, etc.)?
- What hurdles have you faced and how are you overcoming?
- What types of benefits have you seen so far? Quantitative? Qualitative? Early wins?
- How should others get started & why?