



# TRANSPARENCYIQ

A Cornerstone of Sustainability

## 2017 ATTENDEE LIST

**Aginity**  
EVP

**Applegate**  
Director of Communications  
Sr. Director of Mission

**Asia Pacific Centre for Food Integrity**  
Consultant  
Executive Director

**Avery Dennison**  
Sr. Product Manager

**Bimbo Bakeries USA**  
Associate Brand Manager

**Bissell Street Public Relations**  
President

**Black Jewell**  
CEO

**Blue Engine Message & Media**  
President

**Boar's Head**  
Director, Product Marketing  
Innovation & New Product  
Communication Manager  
Sr. Director, Marketing

**Bozell**  
Creative Director

**Bush Brothers & Company**  
SVP of Marketing

**Capgemini**  
Client Partner

**Catalina**  
Director, Brand Development  
Group Director

**Cognizant**  
AVP, Supply Chain Practice Leader

**Conagra Brands**  
Product Readiness Manager

**Consumer Goods Technology**  
Editor-in-Chief

**Conversant**  
VP, Product Management

**CPG Digital Shelf**  
President

**CPGmatters**  
Contributing Editor

**Digimarc**  
Chief Evangelist

**Dole Packaged Foods**  
Sr. Director of Marketing

**Edelman**  
President  
SVP

**Field Agent**  
CEO

**Food Business News**  
Editor

**Food Facts, Inc.**  
Managing Director  
President

**Gartner**  
Research Director

**The George Institute for Global Health / The University of North Carolina at Chapel Hill**  
Research Fellow

**The Good Fridge Group**  
CTO  
Founder & CEO

**Givaudan Flavors**  
Global Marketing Manager

**GS1**  
Global Head of Data Products  
and Services  
Sr. Director, Retail Grocery

**GS1 Canada**  
CEO

**The Hershey Co.**  
Director of Product Transparency

**Johns Hopkins University**  
Research Project Manager

**Jump Capital**  
VP

**Kwikiee**  
Sr. Account Director

**Label Insight**  
Business Development Manager  
CEO  
CMO  
Co-Founder  
CTO  
Director of Strategic Partnerships  
Marketing Manager  
VP, Customer Development  
VP, Marketing

**Lincoln International**  
Managing Director

**McDonald's Corporation**  
Sr. Director, Menu Innovation

**McKinsey & Company**  
Partner

**Melaleuca**  
Director of Marketing

PATH TO PURCHASE  
**INSTITUTE**

Shopper Marketing



**Mission Foods**

Director, Insights & Innovation

**MSL**

Senior Account Supervisor

**Nestle USA**

Marketing Associate

**Nielsen**

Director, Strategic Insights  
Health & Wellness

**NJH Sustainability Consulting**

Principal

**Oak Ventures**

Creative Director  
President

**PepsiCo**

Sr. Director  
SVP, Customer Supply Chain &  
Go-to-Market

**PepsiCo North America Nutrition**

Sr. Manager, Business Model  
Expansion

**Phototype**

VP, Managed Services

**Polsinelli**

Shareholder

**PricewaterhouseCoopers**

Managing Director

**Progressive Grocer**

Digital/Technology Editor

**Raley's**

CEO  
Sr. Manager of Strategic  
Communications

**Sargento Foods**

Consumer Insight Director,  
New Platform Development

**Scanbuy Inc.**

CMO

**Self**

Account Director

**sgsco**

Associate Marketing Manager

**Snap36**

CPG Digital Specialist

**SPINS**

Content Strategist  
VP, Content Services

**Topco Associates**

President & CEO  
Sr. Director, Business Process Strategy  
VP, Marketing

**Trace One**

Sr. Program Manager

**Transparency-One**

Director of Business Development

**Unanimous A.I.**

COO

**Unilever**

Associate, External Affairs

**Unilever North America**

Director, External Affairs &  
Media Relations

**Upshot**

VP, Account Management

**Vestcom**

Product Manager, HealthyAisles  
Sr. Director of Health & Wellness

**Vestcom International, Inc.**

VP, Marketing & Strategy

**Walmart**

Sr. Director, Sustainability

**William Reed**

Correspondent