

# PARTIAL LIST OF THE 2018 P2PX ATTENDEES

## 1010data

Corporate Marketing Manager  
Director, Insights Platform  
Director, Market Insight Sales  
Product Manager  
Product Marketing Manager  
Sr. Director  
Strategic Account Executive  
SVP, Data Insights  
VP, Consumer Insights  
VP, Market Insights

## 3 Tier Logic

Account Executive  
Sr. Account Director

## 3M

Business Packaging Manager  
Global Shopper Leader  
Marketing Manager  
Merchandising Specialist  
Packaging Engineer  
Shopper Marketer  
Shopper Marketing  
Coordinator  
Shopper Marketing Manager,  
Walmart Inc.  
Sourcing Category Manager  
Sr. Shopper Insights  
Associate

## 84.51

Director, Strategy  
Partnerships  
VP, Customer  
Communications Product  
Strategy & Innovation

## Abbott Laboratories

Shopper Marketing Manager

## Abbott Nutrition

Shopper Insights Manager

## Accenture

Global Talent &  
Organization Lead  
Managing Director  
Sr. Manager, Talent &  
Organization

## ACH Food Companies Inc.

Director, Customer  
Marketing  
Retail Execution

## Adams Fairacre Farms

Owner

## Advantage Solutions

Director, Business  
Development  
Director, Sales & Strategy  
Sr. Account Executive

## Advantage Solutions

SVP, Client Services & Retail  
Experience Innovation

## Ahalogy

CEO/Co-Founder  
Client Success Lead  
New Product Director  
Sales & Marketing  
Coordinator  
Sales Director, East  
Sales Director, Midwest

## Ahold Delhaize USA

Director, Media Partnerships  
Media Manager  
Media Monetization Manager  
VP & CMO  
VP, Merchandising Strategy

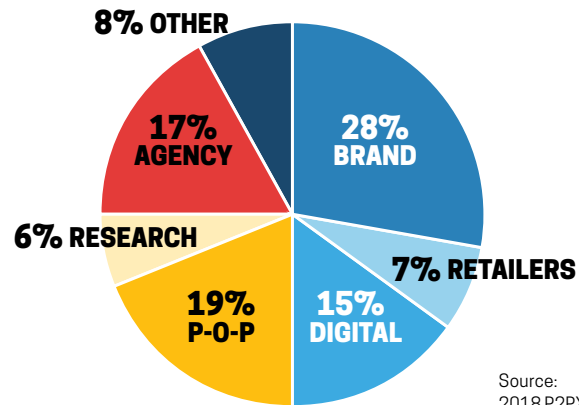
## Aila Technologies

Sales Engineer

## > 2018 P2PX ATTENDEE TITLES



## > 2018 P2PX CATEGORY TITLES



Source:  
2018 P2PX Attendee  
Registration Report

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

## Aisle Ahead

CEO  
Communications Manager  
Director, Technology  
Marketing Director  
UI/UX Graphic Designer

## Aki Technologies

CEO  
Director, Sales  
Sr. Account Executive  
VP, Sales  
VP, Sales/Co-Founder

## Albertsons Cos.

Director, Shopper Marketing  
E-Commerce Sales Merchant  
Marketing Manager  
Procurement Manager

## Allegiance Retail Services / Foodtown

Digital Marketing Specialist  
Director, Advertising &  
Marketing

## Alliance Group

CEO/Founding Partner

## American Greetings Corp.

Sr. Manager, Retail Marketing  
VP, Growth & Business  
Development

## American Licorice Co.

Digital Sales Manager

## American Metalcraft Inc.

Marketing Manager  
Regional Sales Manager  
VP, Sales and Marketing

## American Pet Nutrition

Brand Manager

## Americhip Inc.

Business Development  
CEO  
Director, Client Development  
Director, National Sales &  
Marketing  
National Accounts Manager

## Andersen Windows

Retail Presence & Visual  
Merchandising

## AnswerRocket

Account Executive  
Sr. Sales Development  
Representative  
SVP, Sales & Marketing



**Apple**  
Marketing Manager

**Arc Worldwide**  
CEO, North America  
CSO  
Sr. Account Executive  
Sr. Digital Strategist  
SVP, Strategy Director  
VP, Account Director  
VP, Creative Director

**Arrowhead Promotion & Fulfillment Co. Inc.**  
Sales Director  
Sr. Director, Account Management

**Arterra Wines Canada**  
Customer Marketing Manager  
Shopper Insights Manager

**Associated Wholesale Grocers**  
Corporate Marketing Manager  
VP, Fresh Merchandising  
Bakery, Deli & Food Service

**Aubright Inc.**  
Account Executive  
Director, Sales

**Barilla America**  
Director, Shopper Marketing  
Packaging Manager  
Shopper Marketing Manager

**Bay Cities**  
Creative Director  
Sr. Director, Marketing of Branding  
Sr. Marketing Designer

**Bayer Consumer Health**  
Shopper Marketing Manager

**Bazaarvoice**  
Account Executive  
Client Success Director  
Product Marketing Manager  
Sr. Client Success Director

**Best Buy**  
Marketing Manager  
Media Sales Manager

**Bigelow Tea**  
Shopper Marketing Manager

**Bimbo Bakeries USA**  
National Account Executive  
Sr. Director, Innovation, Tools & Analytics

**Bish Creative Display**  
General Manager  
President/CEO

**BlinkReceipt**  
CEO  
Head, Business Development  
Head, Operations

**Blue-SoHo**  
Executive Director,  
Mobile/Digital  
New Business

**Boar's Head Brand**  
Director, Product Marketing

**Boomerang Commerce**  
Account Executive

**Bose Corp.**  
Marketing Manager

**BrandShare**  
Chairman  
EVP, Sales & Marketing  
Marketing Manager  
Sr. Account Director  
VP, Marketing

**Breaktime Media**  
Director, Sales  
EVP  
Regional Sales Manager

**Brother International Corp.**  
Sr. Manager, Retail Channel Marketing

**Brown-Forman**  
Associate Sales Promotion Manager  
Customer Marketing Manager  
Group Manager, Portfolio & Partnership Marketing  
Sales Promotion Manager

**Bush's Beans**  
Brand Manager, Core Innovation  
Consumer Experience Manager

**Cacique Inc.**  
Category Manager  
Digital Marketing Manager

**CAI's Convenience Inc.**  
VP, Merchandising & Marketing

**Cameron's Coffee**  
Marketing Manager  
Marketing Project Manager

**Campbell Soup Co.**  
Shopper Marketing Associate, Snacks  
Shopper Marketing Lead  
Sr. Customer Business Manager, E-Commerce

**Cargill**  
Assistant Business Manager  
Director, Emerging Customers & Solutions

**Carlin Group**  
VP, Marketing

**CBA Industries Inc.**  
CRO  
President

**Chattem**  
Sr. Category Manager,  
Shopper Insights & Research

**Chicory**  
Sr. Sales Director

**Chobani**  
Sr. Customer Marketing Manager

**Chosen Foods**  
Associate Brand Manager  
Brand Manager, Innovation Strategy  
Sr. E-Commerce, Marketing Manager

**Church & Dwight**  
Category Manager

**Chute Gerdeman**  
VP

**Cierant Corp.**  
Marketing Manager  
VP, Client Solutions

**ciValue**  
Business Development Director  
CEO  
VP, Sales & New Customers

**Clavis Insight**  
Head, Demand Generation  
Sr. Business Development Manager  
SVP, Merchandising, B2B & Pick-up

**The Clorox Co.**  
Director, Brand Engagement, Commerce  
Global Insights Manager

**Coborns Inc.**  
Digital Marketing Manager  
E-Commerce Marketing Manager

**The Coca-Cola Co.**  
AVP, Shopper Marketing  
Customer Marketing Director, E-Commerce Capability  
Director, Shopper Marketing, Occasions Media & Mixing  
Group Director, Shopper Marketing  
Shopper Marketing Manager  
Shopper Marketing-Target  
Sr. Shopper Marketing Manager

Sr. Shopper Marketing Manager, Visual Strategy  
VP, Customer & Trade Communications  
VP, Retail Marketing & Strategy  
VP, Shopper Marketing, National Retail Sales

**Colgate-Palmolive Co.**  
Customer Development Specialist  
Director, Shopper Marketing  
Walmart & Sam's Club  
Shopper Marketing Manager

**Conagra Brands**  
Director, Shopper Marketing Manager, Shopper Marketing  
Sr. Director, Shopper Marketing

**Crystal Farms Refrigerated Dairy Co.**  
Associate Brand Manager

**Custom Intercept Solutions**  
Director, Client Services  
Director, Sales & Marketing  
President/COO  
Sr. Project Manager

**Danone North America**  
Associate Shopper Marketing Manager  
Shopper Marketing Manager  
Sr. Director, Category Strategy, Insights & Commerce  
Shopper Marketing Manager  
Trade Marketing Associate Manager

**Dean Foods**  
National Account Director  
VP, Head of Marketing & Innovation

**Decision Insight Inc.**  
Director, Client Solutions  
President/CEO

**DecoPac**  
Customer Marketing Manager  
Director, Customer Marketing



PARTIAL LIST OF THE 2018 P2PX AUDIENCE

**Del Monte Foods Inc.**  
Sr. Manager, Shopper  
Marketing & Omnichannel

**Deutsche Bank**  
Managing Director

**Displays by Martin Paul  
Inc.**  
VP

**Distillery Marketing &  
Design**  
Marketing Specialist  
Owner

**DonerCX**  
SVP, Shopper Engagement

**Dorothy Lane Market**  
VP, Bakery Operations

**DUMAC**  
Sr. Account Manager  
VP, Business Development

**Duracell**  
North America Team Leader,  
Merchandising  
VP & General Manager

**E & J Gallo Winery**  
Shopper Marketing  
Sr. Manager, E-Commerce  
Sales

**Earth Friendly Products**  
Trade & Shopper Marketing  
Specialist

**Edge Marketing**  
Account Director  
Account Supervisor  
EVP & General Manager  
Sr. Account Executive  
SVP, Strategic Planning &  
Insights  
VP

**Edgewell Personal Care**  
Associate Project Manager,  
Wet Shave Merchandising  
& Display

**Energizer Holdings Inc.**  
Marketing Manager

**Epsilon**  
Chief Digital & Innovation  
Officer, Agency  
EVP, National Shopper  
Commerce Leader  
Sr. Account Director  
Sr. Account Executive  
SVP  
SVP, Client Services  
SVP, Group Account Director  
VP, Client Leadership  
VP, Client Services  
VP, Creative Director

**Ergodyne**  
Associate Art Director  
Sr. Field Marketing Manager  
Sr. Field Marketing Specialist  
VP, Marketing

**Evite**  
Influencer Marketing Manager  
Sales Director

**Executive Dynamics  
Search**  
President  
VP, Business Development

**Eyeview**  
Director, CPG & Shopper  
Director, CPG Sales  
Executive Director, Sales  
VP, Product Marketing  
VP, Sales  
VP, Sales, CPG & Shopper  
VP, Sales - Midwest

**Faber-Castell**  
Associate Brand Manager  
National Sales Manager

**Facebook**  
Partnership Leader/Global  
Marketing Solutions

**Fair Trade USA**  
Sr. Business Development  
Manager

**Fandango Rewards**  
Director, Promotional Sales

**Faribault Foods Inc.**  
Customer Marketing Manager  
Marketing Associate

**FCB/RED**  
Director, Strategic  
Planning, VP  
ECO  
EVP, Strategic Planning  
Group Management Director,  
SVP  
Management Director, VP  
President

**Ferrara Candy Co.**  
Shopper Marketing  
Associate

**Fiskars Brands Inc.**  
Associate Channel Manager,  
Marketing  
Sr. Channel Manager,  
Marketing

**Food Lion**  
Director, Loyalty & Shopper  
Marketing  
Manager, Campaign  
Development, Shop & Earn  
Shopper Marketing Manager  
Shopper Marketing  
Specialist

**Foresight ROI Inc.**  
CEO & Founder  
SVP, Sales & Marketing

**Forrester Research**  
VP, Principal Analyst, Digital  
Business Strategy

**Freeosk**  
CEO  
Client Services Manager  
Creative Coordinator  
Director, Analytics  
Director, Brand Strategy & UX  
Director, Business  
Development  
Service & Support Engineer  
VP, Business Development

**FreshDirect**  
Sr. Director, Shopper  
Marketing

**Freudenberg Household  
Products**  
Sr. Manager, Trade & Shopper  
Marketing

**FrontLine Marketing**  
SVP, National Sales  
VP, Marketing  
VP, Sales

**G.L. Mezzetta**  
Director, Shopper Marketing

**Garafalo Markets**  
Owner

2018 P2PX Survey Respondent

**General Mills Inc.**  
Digital Marketing  
Communications  
Director, In-Store Design  
Global E-Commerce  
ISDT, Sr. Operations Manager  
Logistics Business Manager  
Logistics Business Manager,  
In-Store  
Logistics Manager  
Marketing Associate  
Marketing Communications  
Planner  
North American Operations  
Business Manager  
Operations Business  
Manager  
R&D Technician  
Shopper Marketing Planner,  
Club Channels  
Sr. Development Manager  
Sr. Marketing  
Communications Planner  
Strategic Events, Team Lead

**Geometry Global**  
Account Executive  
Account Supervisor  
Strategy Director  
SVP  
VP, Account

**Georgia-Pacific Corrugated**  
Area General Manager  
Selling Expense  
Creative Director  
Director, National Accounts  
Director, Shopper Marketing  
Marketing Manager  
National Accounts Manager  
National Accounts Sales  
Manager  
Price Strategy Sr. Manager  
Quantitative Analytics  
Leader  
Sales & Service Leader

**GfK**  
Commercial Director,  
Technology & Durables  
Managing Director,  
Consumer Insights &  
Sales Effectiveness

**Giant Eagle**  
Business Analyst  
E-Commerce Marketing  
Director  
Marketing Manager

**Giant Food**  
Brand Manager  
Director, Brand Marketing  
Specialist, Shopper  
Marketing

**Giant Martin's**  
Shopper Marketing Manager

**Gold Medal Bakery Inc.**  
Brand Sales Manager  
Director, Sales

**GRABBER INC.**  
VP & General Manager

**Grainger**  
Branch Showroom Designer  
Sr. Direct Manager

“Great insights highlighting things that  
might be apparent, but I don't typically  
think about in my day to day work.”





“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.”

**catapult**

**Great Northern Instore**

Account Manager  
CEO  
Designer  
Director, E-Commerce  
Director, Shopper Marketing & Insights  
Manager  
SVP, Business Unit Manager  
VP, Display Sales  
Development  
VP, Marketing

**Green Bay Packaging In-Store Innovation Division**

Design Manager  
Director, Sales & Marketing - Baird Division  
National Account Manager  
National Sales & Marketing Manager  
Project Manager  
Retail Insights Manager  
Structural Designer  
VP & General Manager  
VP, National Sales & Marketing

**Green Purse PR**

CEO

**GroundTruth**

Account Executive  
Industry Director, CPG  
Sales Director  
VP, CPG

**Groupe Marcelle Inc.**

Merchandising Manager  
VP, Sales

**Haberman**

Associate Engagement  
Director  
Media Strategist

**Half Price Books**

VP, Marketing

**Hallmark Cards Inc.**

Marketing Director  
Sr. Account Director  
Sr. Licensing Manager

**Hangar 12**

Account Supervisor  
VP

**Hannaford Supermarkets**

Loyalty Campaign Manager  
Manager, Loyalty Digital  
Marketing  
Sr. Specialist Digital  
Marketing

**Harvest Natural Market**

Operations Manager

**Hearst Magazines**

Director, Shopping Marketing

**Heineken USA**

Sr. Director, Off Premise  
Strategy & Activation

**Henkel North America**

Director, Beauty Sales  
Shopper Insights Manager

**The Hershey Co.**

Shopper Marketing Manager  
Sr. Shopper Marketing  
Manager

**HMT Associates**

Account Director  
Sr. Account Executive

**Holiday Cos.**

Category Sales Manager

**HoMedics**

Marketing Manager  
Social Engagement  
Strategist

**Hormel Foods**

Marketing  
Regional Sales Manager

**The Howard Hughes Corp.**

Director, Operations,  
the JG Food Hall

**Hy-Vee Inc.**

VP

**Ibotta Inc.**

Account Executive,  
Client Partnerships  
Corporate Events Coordinator  
Director, Client Partnerships  
Director, Sales  
Strategic Events Lead  
VP, Client Partnerships

**iHeartMEDIA**

SVP, Shopper Marketing

**Imagewerks Marketing**

Business Development  
CDO  
CMO  
Digital Marketing Director  
Director, Web Services  
VP, Marketing Operations

**ImageWorks Display & Marketing Group**

Account Executive  
VP, Sales

**Imagine Print Solutions**

Account Executive, New  
Business Development  
EVP, Sales  
Marketing Manager  
VP, Corporate Development  
VP, Marketing  
VP, Strategic Sales Services

**Implus Footcare**

Marketing Manager

**IMS/Omnicom**

EVP, Brand Development  
Sr. Production Director

**IN Connected Marketing**

Account Director  
Account Executive  
Sr. Account Director  
Sr. Account Executive  
SVP, Managing Director  
VP, Client Service  
VP, Group Creative Director

**InContext Solutions**

Business Development  
Manager  
CEO  
CRO  
Director, Insights  
GVP, Business & Customer  
Development  
Sr. Director, Marketing  
VP, Business Development  
VP, Client Development  
VP, Commercial Strategy &  
Product Marketing  
VP, Customer Success

**Inmar**

Director, Digital Intelligence  
Director, Business  
Development  
Marketing Director, Digital  
Product Marketing Manager  
Sr. Business Development  
Executive  
Sr. Business Development  
Manager  
Sr. Client Strategist/Solution  
Expert  
Sr. Retail Account Executive,  
Digital Promotions  
SVP, Business Development  
VP, Business Development  
VP, Client Development  
VP, Emerging Brands

**inMarket**

CEO  
CMO  
Marketing  
Regional Sales Director  
VP, Business Development  
VP, Sales

**InnerWorkings**

Global VP, Shopper Marketing

**InnoMark Communications**

Account Executive  
Director, Business  
Development  
Director, Marketing  
EVP  
EVP, Creative Services  
Marketing Coordinator  
National Account Manager  
Sr. Director, National  
Accounts  
Sr. Director, Business  
Development

**Insignia Systems Inc.**

Director, Account  
Management  
Director, Analytics & Insights  
Director, Marketing  
Director, Retail Development  
Director, Retail Operations  
Director, Sales Development  
President/CEO  
Sr. Innovation Manager  
Sr. Manager, Retail Services  
Sr. Marketing Analyst  
SVP, Marketing & Business  
Development  
SVP, Sales  
VP, Business Development  
VP, Retail Development  
VP, Sales

**Instacart**

Head, Brand Partnerships  
Head, Business Development  
& Strategy

**InStore Audio Network**

Director, Sales  
Sr. Account Manager  
VP, Sales

**The Integer Group**

Account Supervisor  
Director, Insight & Strategy  
Global Chief Strategy Officer  
Group Account Director  
SVP

**International Paper**

Director, Sales & Marketing  
General Manager  
Retail Marketing Leader

**Interstate Graphics**

Sales  
Sr. Account Representative

**ItemMaster**

Business Development  
Officer  
Director, Retail Partnerships  
National Sales Manager  
Sr. Director, Marketing  
VP, Strategy Business  
Development

**J.R. Simplot Co.**

Sr. Account Executive/Deli  
Sr. Marketing Manager,  
Commercial Foodservice  
Accounts

**Jack Link's**

Shopper Marketing Manager

**JEG Search**

Sr. Partner

**Johnson & Johnson**

Associate Customer  
Development Manager  
Consumer Promotion  
Activation  
Procurement Category Lead  
Promotions Manager  
Shopper Insights  
Shopper Marketing  
Sr. Customer Development  
Manager

**Kehoe Designs**

Event Director  
Sr. Event Producer  
Technical Producer

**Kellogg Co.**

Shopper Marketing Manager,  
Walmart  
Sr. ABM, Category & Brand  
Activation

**Kent Pet Group**

Associate Brand Manager

**Keurig Dr Pepper**

Sales Analyst

**Kikkoman Sales USA Inc.**

Marketing Manager



**KIND Snacks**

Sr. Manager Shopper  
Marketing

**Kodiak Cakes**

Shopper Marketing Manager

**The Kroger Co.**

Sr. Director, Culinary  
Development

**LALA U.S.**

Shopper Marketing Manager

**Lamplight Farms Inc. -**

**TIKI Brand**  
Marketing Content Manager

**Land O'Frost Inc.**

Integrated Marketing  
Communications Manager

**Lawrence Paper Co.**

Design Manager  
Packaging Designer

**Lemi Shine**

Shopper Marketing Manager

**LG Electronics**

Account Manager - Shopper  
Marketing  
Manager, HA Shopper  
Marketing  
Sr. Manager, In-Store  
Marketing  
Sr. Manager, Mobile Shopper  
Marketing  
Sr. Shopper Marketing  
Manager  
SVP

**Liberty Diversified  
International**

CEO  
Chairman  
VP, Business Development

**Linqia**

Co-Founder/VP  
Head, Sales  
Lead Brand Planner

**Liquidus**

Sr. Sales Director  
VP, Sales

**Lunds & Byerlys**

Digital Merchandising  
Manager  
Digital Product Specialist  
Marketing Manager

**Macaroni Kid**

Account Director  
Co-Founder

**Mariano Events**

CEO  
COO

**The Marketing Arm**

Account Director  
Account Supervisor  
Associate Creative Director,  
Shopper Engagement  
Sr. Digital Strategist  
Sr. Producer  
VP, Consumer/Shopper  
Engagement Strategy

**MarketingLab**

Account Director  
Associate Creative Director,  
Digital  
E-Commerce Marketing  
Manager  
Interactive Designer & Coder  
Managing Director  
President  
Project Manager  
Sr. Account Executive  
Sr. Account Supervisor  
Sr. Production Designer  
SVP

**The Mars Agency**

Account Executive, Client  
Leadership  
Customer Solutions Manager  
Director, Customer Solutions  
Director, Innovation, Voice  
Practice Lead  
EVP, General Manager  
Manager, Client Leadership  
SVP, Business Development  
SVP, Client Services  
VP, Client Leadership  
VP, Retail Consultancy

**Mars Wrigley  
Confectionary**

Associate Brand Manager  
Associate Shopper  
Marketing Manager  
Digital Commerce Lead  
Director, Shopper Marketing  
& Consumer Promotions  
E-Commerce Lead  
Shopper Marketing Analyst  
Shopper Marketing Manager,  
Convenience  
Sr. Manager Shopper  
Marketing, Walmart Team  
Sr. Manager, National  
Consumer Promotions

**MatchMG**

SVP, Applied Analytics  
SVP, Shopper Marketing &  
Commercialization  
VP, Strategy

**Mattel**

Customer Marketing Manager

**Maurer's Markets**

Owner

**McCormick & Co.**

Associate Product Manager  
Shopper Marketing Manager  
Sr. Marketing Operations  
Manager  
Sr. Product Marketing  
Manager

**Menasha Packaging Co.**

Account Manager  
Design Manager  
Director, Retail & National  
Marketing  
Graphic Designer  
Marketing Coordinator  
National Sales Director  
Package Designer  
Project Manager  
Sales, Project Manager  
VP, Sales & Operations

**Meredith**

Brand Manager  
Brand Marketing Director  
Director, Content  
Director, Shopper Marketing  
Shopper Marketing Director  
VP, National Accounts  
VP, Retail Marketing

**Metcalfe's Market**

Assistant Director, Operations  
& Registered Dietitian  
Marketing Director

**Meyers**

Account Executive  
CEO  
Director, Marketing &  
E-Commerce  
Owner  
Sr. National Account  
Manager  
VP, Sales & New Business  
Development

**MFour Mobile Research**

Sr. Solutions Executive  
VP, Consumer Data & Panel  
VP, Research

**Mighty Spark Food Co.**

Shopper Marketing Manager

**Milford Markets dba  
ShopRite**

Food Service Director

**MillerCoors**

Analyst  
Associate Retail Manager  
Customer Marketing  
Manager, Publix & Ahold  
Delhaize  
Director, Customer  
Solutions, Grocery & Liquor  
Director, Shopper Marketing  
Marketing Manager  
Sales Team Lead, Ahold  
Delhaize  
Sr. Director, Grocery & Liquor  
Sr. Manager Customer  
Solutions, E-Commerce

**Minnesota Lottery**

Creative Services Manager  
Graphic Designer  
Marketing Coordinator  
Marketing Manager  
Retailer Materials  
Coordinator

**Mission Foods**

Director, Consumer Insights  
& Innovation

**Mizkan America**

Sr. Integrated Marketing  
Manager

**Moet Hennessy USA**

Activations Manager  
Director, Commercial  
Insights  
Director, Omnichannel  
Strategy  
E-Retail Manager  
Procurement Coordinator

**The Mom Complex**

Founder/CEO  
Partner

**Momentum Worldwide**

Shopper Marketing  
SVP, Business Leadership  
SVP, Growth & Innovation

**Mondelez International**

Category Manager  
Customer Director, Shopper  
Marketing  
Director Global Sales,  
Category Activation  
Director, Shopper Insight &  
Category Management  
Manager Global Sales,  
In-Store Innovation  
RVP, Shopper & Consumer  
Activation  
Sr. Manager Global Shopper  
Insights

**Moosylvania Marketing**

CEO

**Mspark**

Director, National Sales  
VP, Sales

**MyWebGrocer**

Marketing Director  
RVP, CPG Sales West  
RVP, East Sales  
Sr. Account Director  
VP, Retail Solutions  
VP, Sales & Shopper  
Marketing  
VP, Shopper Marketing Sales

**National Retail Solutions**

CEO  
COO  
Sr. Director, Data Sales

**National Watermelon  
Promotion Board**

Director, Foodservice &  
Marketing

**Nature Nate's Honey Co.**

Director, Brand Activation

**Nature's Way**

Associate Brand Manager  
Brand Manager  
E-Commerce Associate

“I always attend P2PX, it's the  
prime event where I can meet  
my client prospects in person.”

2018 P2PX Survey Respondent



**Naturipe Farms**  
Associate Marketing  
Manager

**NBA**  
Retail Partnerships

**NBC Universal**  
Director, Business  
Development  
Director, Retail Development  
Director, Strategic  
Partnerships & Marketing

**Oracle Data Cloud**  
Client Partner  
Director, CPG Retail Client  
Solutions  
Solutions Consultant  
Sr. Client Partner

**Organic Valley**  
Promotions Marketing  
Manager  
Shopper Marketing Manager

**Phillips Distilling**  
Marketing Associate  
Marketing Director  
Marketing Manager

**Pinckney Hugo Group**  
Director, Digital Marketing  
Sr. Account Manager

**Pinpoint Data**  
Account Manager  
Director, Client Services

**Pinterest**  
Account Manager  
Partner Manager  
Sr. Partner Manager  
Vertical Strategy Lead

**PlanetRetail RNG**  
Sr. Director, E-Commerce

**POP Displays USA**  
President/CEO  
SVP, Innovation Client  
Solutions

**Post Consumer Brands**  
Brand Manager  
Consumer Insights Manager  
Director, Category  
Leadership  
Manager, Merchandising  
Manager, Visual Presentation  
& Merchandising  
MCA  
Partnerships & Licensing  
Shopper Marketing  
Associate Manager  
Shopper Marketing  
Communications  
Associate  
Shopper Marketing Manager  
Sr. Director, Integrated &  
Shopper Marketing

**Power Supplements**  
CEO  
VP, Power Supplements

**Price Chopper/  
SparkShopper**  
Director, Marketing

**Price Chopper  
Supermarkets**  
Director, Digital Marketing  
Group VP, Marketing

**PriceSpider**  
Digital Marketing Manager  
Director, Sales  
Director, Strategic Initiatives  
Event Planner  
Global Sales Executive  
Solutions Architect  
VP, Global Digital Solutions

**PrizeLogic**  
CEO  
Director  
Director, Business  
Development  
President/COO  
SVP, Business Development,  
Chief Strategist  
VP, Business Development

**Procter & Gamble**  
Associate Director, Shopper  
Marketing  
Business Analyst  
Director, Brand Operations &  
Shopper Marketing  
Marketing Operations  
Manager  
Marketing Specialist  
Marketing Strategist  
Omni Innovation Analytics &  
Insights Leader/Director  
Omnichannel Sr. Account  
Executive

**Profitero**  
Director, Enterprise  
Accounts  
SVP, Strategy & Insights

**Promoflex**  
Sr. Account Executive  
VP, Sales & Marketing

**PromoPoint Marketing**  
Account Director  
Account Director, West  
Associate Account Director  
DVP  
National Marketing Director  
President, Advantage Retail  
Media  
Sr. Account Director  
Sr. Production Manager

**Propac Agency**  
Business Development  
GM, Strategy & Digital  
Manager, Experiential &  
Client Development

**Publix Super Markets Inc.**  
Consumer Insights Project  
Manager  
Manager, Marketing Brand  
Management  
Sr. Manager, Marketing  
Analytics

**PureRED**  
Account Director  
Account Manager  
Account Specialist  
CEO  
Managing Director  
SVP, Consumer, New  
Business  
VP, Production Operations  
VP, Technology & Product  
Development

**Quotient**  
Director, B2B Marketing  
Director, Media Go-to-Market  
Media Sales  
Director, Retail Digital  
Solutions  
Graphic Designer  
Group Director, Strategy  
Research & Analytics  
GTM Media Director Sales  
Marketing Associate  
Sr. Director, Product  
Management  
Strategy & Insights Regional  
Manager, Research &  
Analytics  
SVP, Media & General  
Manager, Crisp  
VP, Central Division Sales  
VP, Crisp

**Radermacher's Fresh  
Market**  
Sales

**Rapid Displays**  
Account Executive

**RedPoint Global Inc.**  
Chief Marketing & Strategy  
Officer  
Regional Sales Manager

**Retail Solutions Inc.**  
Manager, Retail Accounts,  
Target  
Retail Account Manager  
Sr. Manager Service  
Operations, Ansa

“Face to face is a great attribute.”



**Nepa US**  
CCO  
Head, Client Success

**Nestle Professional**  
Marketing Associate  
Regional Business Manager  
VP

**News America Marketing**  
Communications Director  
Content Marketing Specialist  
Corporate Strategy &  
Development  
CRO  
Director, Integrated Portfolio  
Marketing  
EVP, CMO  
EVP, CRMO  
Group Sales Manager  
Sr. Account Director  
SVP, Business Development  
SVP, Regional Sales Manager  
SVP, Strategy Corporate  
Strategy  
VP, Communications &  
Creative  
VP, General Sales Manager  
VP, Group Manager  
VP, New Retail Development  
VP, Sr. Account Director

**Nielsen**  
Director, Client Service  
VP, Client Service

**No Kid Hungry/Share  
Our Strength**  
Sr. Manager

**Nordic Ware**  
Buyer  
Project Manager  
Purchasing Manager

**OLLY PBC**  
Sales Coordinator  
Shopper Marketing Manager

**Once Again Nut Butter**  
Director, Sales & Marketing  
Mar-Comm & Project  
Manager

**Overstock Liquidators**  
VP

**Packaging Corporation of  
America**  
Structural Design Manager

**Pacvue**  
President

**Parabolic**  
Principal, Client Solutions  
Lead

**Partners + Napier**  
Director, Retail Marketing  
Group Account Director  
President  
Sr. Account Executive

**Pathformance**  
CEO

**PCA**  
Design Manager  
Manager, Strategic Marketing  
National Accounts

**Peapod**  
Sr. Manager, Peapod  
Preferred Partner Program

**PepsiCo**  
Manager  
Sr. Director, Shopper Insights  
Sr. Director, Shopper  
Marketing  
Team Lead, E-Commerce  
VPGM, Target Customer  
Team

**Periscope**  
Account Manager  
Producer  
Sr. Account Manager

**PetSmart**  
Marketing Manager

**Pharmavite**  
Divisional VP, E-Commerce  
Manager, Visual  
Merchandising & Customer  
Agreements  
Shopper Marketing Manager



PARTIAL LIST OF THE 2018 P2PX AUDIENCE

**Retail Technologies Inc.**

Sr. Account Executive

**Reynolds Consumer Products**Shopper Marketing  
Sr. Manager, Consumer Activation  
Sr. Shopper Marketing Analyst**Rich Products Corp.**Customer Marketing  
Manager, Prepared Foods**Ricos Products Co.**

VP, Marketing

**Ripple Street (formerly House Party, Inc.)**CEO  
SVP, Marketing**RSi - Retail Solutions, Inc.**Chief Scientist  
Director, Digital Business Development for Ansa  
Sales Executive, Ansa**Saatchi & Saatchi X**Client Marketing Lead  
SVP, Commerce & Business Development  
VP, Account Leadership & Client Partnership**Salsify**Enterprise Account Executive  
Global Account Manager  
Sr. Director, Corporate Communications**Samsung Electronics**Retail Marketing  
Sr. Manager, Strategic Partnerships**The Sandbox Agency**Account Supervisor  
Creative Director  
Digital Strategist**Saputo Cheese USA Inc.**Manager, Social & Digital Media  
Marketing Manager, Retail Dairy  
Sr. Product Manager**SavingStar/Quotient**Director, SavingStar Retail  
Sales Director**SC Johnson**Director, Shopper Marketing  
Manager  
Shopper Marketing Manager**Scentsphere**President  
Sr. Account Manager**Schwan's Consumer Brands**Brand Manager  
Director, Integrated Marketing**Scotts Miracle-Gro**

Shopper Marketing Manager

**Scout Marketing**Account Director  
VP, Group Account Director**SellCheck**Account Director  
Business Development Advisor  
Client Coordinator  
President**SFW**Business Development  
Manager  
Research Analyst**ShelfRokr**CEO  
Sr. Brand Manager  
Shopper Marketing Manager**Sherwin Williams Company**

Marketing Manager

**SheSpeaks**CEO  
Director, Client Engagement  
SVP, Client Engagement**ShopLiftr**Co-Founder/EVP  
Regional Sales Director  
VP, Sales**Shopper Intelligence**CEO  
Managing Director, USA  
Sales & Analytics Manager**Shoptology**CEO  
SVP, Head, Insights & Strategy**SIMEK'S**Marketing Coordinator  
Marketing Manager  
Sales Support Specialist**SKUlocal**National Sales Director,  
Retail & Restaurant  
VP, Business Development  
VP, Channel Development,  
Shopper Marketing**SmartCommerce**CEO  
CSO  
SVP, Sales**Smithfield Foods**Sr. Brand Manager  
Shopper Marketing Manager**Smurfit Kappa**Innovation & Development,  
Director, The Americas  
New Business Sales Director  
Technical Account Manager**Smurfit Kappa Brazil**Game Designer  
Marketing & Innovation  
Manager  
Sr. Designer**Snipp Interactive Inc.**Account Director  
Business Development  
Executive  
Business Development  
Representative  
Director, Sales Operations  
Promotions & Loyalty  
Specialist  
VP, Sales**Snyder's Lance**Sr. Shopper Marketing  
Manager**Soapbox Influence**Account Manager  
Business Development  
Manager  
Director, Account Services  
President**SoapBoxSample**Sr. Account Executive  
Sr. Project Manager  
Sr. Research Director  
VP, Business Development**Sport Specifics**

CEO

**SRAX**Partnerships  
Sr. Account Executive**Star Micronics**Director, Development  
Marketing & Communications  
Coordinator**Starlite Media**Executive Director  
General Manager & CMO  
Managing Director**The Store - WPP**

CEO, The Americas

**Streamworks**Marketing Director  
Marketing Specialist**Stride Rite Rosedale**Marketing  
Owner**Superior Farms**Retail Specialist  
Sales Representative**The Supermart Ltd.**Director, Food Services  
President  
Special Projects Manager**Superup**

Sr. Advisor

**SuperValu**Category Merchandiser  
Director  
Director, Consumer  
Marketing  
Director, Digital Marketing  
& Strategy  
VP, Deli/Bakery**Swedish Match North America**

Promotions &amp; P-O-P Manager

**Synchroy**

AVP

**Target**Design & Print Manager, ISM  
Director, In-Store Marketing  
Director, Promotions & Print  
Marketing Manager, ISM  
Print & Design Associate  
Print & Design Buyer  
Product Manager  
Sr. Manager, Target Restock  
& Subscriptions  
Sr. Marketing Manager  
Sr. Marketing Manager, ISM  
Sr. Print Buyer  
Sr. Product Content Planner**Team Unilever Shopper**Account Executive  
Media Director  
Sr. Account Executive**INDUSTRY HONORS**

P2PX features P2PI's Women of Excellence Awards Reception celebrating 12 women for their commitment and excellence in marketing to shoppers.

**NEW BUSINESS LEADS**

In 2018, 46% of attending companies were first-timers to P2PX.

**A VALUED EXPERIENCE**

One-third of 2018 registrants have attended P2PX for three consecutive years (2016-2018).



### **Tempt In-Store Productions**

Account Manager  
Design Manager  
President, Marketing Solutions  
Product Manager  
Sales Executive  
Sr. Designer  
SVP  
VP, Sales

### **Thinfilm**

Corporate Account Executive  
Marketing Consultant  
SVP, Marketing  
VP, Sales & Business Development

### **TLC Marketing Worldwide**

Director, Strategic Marketing  
Marketing Director  
VP, Strategic Marketing

### **Tobii Pro**

Account Manager  
Marketing Specialist

### **Tolerant Foods**

Director, Marketing

### **Tom's of Maine**

Account Director  
Associate Shopper & Customer Marketing Manager  
Shopper & Customer Marketing Manager  
Sr. Shopper & Customer Marketing Manager

### **Topco Associates**

Sr. Category Manager, Deli/Bakery

### **Toro**

Sr. Marketing Communications

### **Touchrate**

SVP, Operations

### **TPG Rewards Inc.**

Account Director  
Managing Director  
New Business Development  
SVP, Shopper Innovation & Client Partnerships

### **TPN**

Account Director  
CDCO  
Operations & Marketing Manager  
President  
Sr. Managing Director, Client Service & Development  
VP, Account Service

### **TracyLocke**

Account Executive  
Account Supervisor  
CEO  
Communications Director  
Executive Director, Studio Services  
Graphic Artist  
SVP, Director of Technology

### **Trans World Marketing**

SVP, Business Development

### **Triad Retail Media**

VP, NA Business Development

### **Tyson Foods**

CGS & Food Retail  
Director, Shopper Marketing

### **Ubimo**

Associate Marketing Manager  
Director, Sales  
Sr. Director, Sales  
VP, Sales

### **Ultimate Data**

SVP, Ultimate Audiences  
VP, Business Development  
VP, New Business Development

### **Unilever**

Associate Shopping Marketing Manager  
Shopper Marketing Manager

### **Unilever Food Solutions**

National Account Manager  
National Marketing Manager

### **Universal Display & Fixtures Co.**

Account Executive  
Director, Customer Marketing  
Sales Team Coordinator  
Sr. Account Executive  
VP, Customer Marketing

### **Univision**

**Communications Inc.**  
Director, Strategy & Insights



### **Upshot Inc.**

VP, Media & Analytics

### **US Bank**

SVP, Head USB Prepaid Business Line  
SVP, The Private Client Reserve  
VP, Group Product Manager  
VP, Head, Client Onboarding

### **US Foods**

Area Marketing Manager, Upper Midwest  
Corporate Director, National Sales  
Director, National Sales Territory Manager

### **USA Today**

Director, National Product Sales  
Director, National Sales

### **V&V Supremo Foods Inc.**

Director, Insights & Thought Leadership

### **Valassis Digital**

Digital Sales Director  
Director, Digital Solutions  
Director, Sales, CPG & Shopper Marketing  
Director, Shopper Marketing Event Marketing Manager  
Executive Director, Sales  
Executive Director, Shopper Marketing  
Sr. Director, Marketing  
Sr. Marketing, Writer  
Sr. Product Marketing Manager  
SVP, CPG and Retail  
SVP, CPG/Grocery/Healthcare  
VP, CPG Sales  
VP, CPG Solutions  
VP, Digital Sales  
VP, Sales Strategy & Innovation

### **Vans**

Production Manager, Environmental Design

### **Verizon**

Director, PNB & TE/Retail, Consumer & Marketplace Insights  
Manager, Consumer & Marketplace Insights

### **Verve**

Director, Retail Solutions  
Director, Sales  
VP, Marketing & Creative

### **Vestcom International Inc.**

Director, Shopper Marketing & Business Development  
Shopper Marketing Director  
SVP & General Manager, Shopper Marketing

### **Visual Latina**

VP, Account Services

### **Vital Farms**

Associate Brand Manager

### **Volta Charging**

Director, Media Partnerships  
Marketing Manager  
SVP  
SVP, Business Development  
VP, Media Sales

### **The Vomela Cos.**

Creative Director

### **Wakefern Food Corp.**

Marketing Manager  
Shopper Marketing Manager

### **Walgreen Co.**

Sr. Category Manager

### **Walker In-Store**

3D Designer  
Account Executive  
Creative Director  
Director  
VP, Director, Client Services

### **Walkers Shortbread Inc.**

Brand Manager

### **Walmart Media Group**

Head, Marketing  
Marketing Manager  
Media Sales Manager  
Sales  
Sr. Manager, Media Partnerships  
SVP, Creative  
VP, Client Relations  
VP, Marketing

### **WaterWipes**

Commercial Development Manager  
Shopper Marketing Manager  
VP, Commercial North America

### **WD-40 Co.**

Associate Brand Manager  
Customer Marketing Manager  
Marketing, Brand Management

### **Weber Display & Packaging**

Account Executive  
Director, Retail Display Sales

### **Weston Foods**

In-Store Activation Manager - US

### **WestRock**

Account Executive  
Creative Director  
Director, Marketing  
Director, Marketing Communications  
Innovation Manager  
Sr. Account Manager  
Sr. Graphic Designer  
Sr. Marketing Manager  
Sr. Structural Designer  
Structural Designer  
VP, Marketing & Innovation  
VP, New Business Development  
VP, Sales

### **WhyteSpyder Inc.**

SVP, Client Innovation

### **Williams LeaTag**

Account Director  
Sr. Account Manager, Kroger

### **The Wonderful Co.**

Sr. Manager, E-Commerce

### **Woodman's Food Market**

Marketing Director

### **YA Engage**

Consumer Engagement Consultant  
Sr. Account Manager  
VP, Client Services - CPG

### **Yieldbot**

Director, Shopper Sales  
Sr. Director, Marketing Strategy  
Sr. Director, Shopper Sales  
SVP, Shopper Sales

### **Zispan**

CEO  
Director, Sales

