In order to thrive and survive against industry heavyweights and scrappy startups, organizations need to up their analytics IQ and to unleash their data across the full enterprise to activate their competitive advantage.

The Retail & Consumer Goods Analytics Summit is a unique networking experience that bring together retailers, consumer goods manufacturers and solution providers to interact and learn from industry thought leaders.

**Topic-Focused Learning for Data-Driven Success**

**AI & MACHINE LEARNING**
- Predictive Analytics
- Merchandise Planning
- Category Management
- Customer Data Management

**CUSTOMER ENGAGEMENT**
- Personalization
- Customer Relationship Management
- Single-View of the Consumer
- Customer Insights

**RETAILER & CONSUMER GOODS COLLABORATION**
- Analytics for Stronger Partnerships
- Actionable Insights
- Influencing Path to Purchase
- Product & Assortment Planning

**TRANSFORMING YOUR ORGANIZATION**
- Building a Disruption-Ready Culture
- Process Management
- Predictive & Forecasting Analytics
- Empowering Your Workforce

**WHY ATTEND RCAS?**

Designing the Intelligent Enterprise

Attendees enjoy structured and casual networking opportunities with peers and solution providers.
WHO ATTENDS

The Retail & Consumer Goods Analytics Summit is designed to connect and educate executives who are looking for a deeper understanding of marketplace disruption, growth and consumer strategies and integrating data into the DNA of their organization.

65% CONSUMER GOODS EXECUTIVES

35% RETAILERS

PAST ATTENDEE COMPANIES

Ace Hardware
Anastasia Beverly Hills
Bargains In A Box
Bausch & Lomb
Bayer Healthcare
Beam Suntory
Best Buy
Big Y Foods
Boar’s Head Provisions
Bush Brothers & Company
Butterball
Cabot Creamery
Carhartt
CDW
The Coca-Cola Company
Colgate Palmolive
Conagra Brands
Crate & Barrel
Duracell
Eby-Brown
Edgewell
The Estee Lauder Company
Edible Arrangements
Floor & Decor
Fruit of the Loom
General Mills
GSK
Hallmark Cards
Home Depot
Hormel Foods Corporation
Instacart
J. Crew
Jack Links
Johnson & Johnson
The J.M. Smucker Company
Johnsonville
Kao Corporation
Kellogg Company
Keurig Green Mountain
Kimberly-Clark
Kraft Heinz
Land O’ Frost
Levi Strauss & Co.
Lowe’s Home Improvement
Mars, Inc.
McCormick & Co.
Meijer
MillerCoors
Mondelez International
Morton Salt
Nestle USA
Newell Rubbermaid
Nike
Peapod
PepsiCo
Procter & Gamble
Rich Products
Roche Bros. Supermarkets
SC Johnson & Son
Sears
Smithfield Foods
Starbucks Coffee Company
Tiesta Tea Company
True Value
Tyson Foods
Ulta Beauty
Unilever
Valvoline

Attendee Titles & Job Functions

The Retail & Consumer Goods Analytics Summit attendees are decision-makers and influencers with the professional level of c-suite, director & senior manager.

- Business Intelligence
- Finance
- Marketing
- Sales
- Data & Analytics
- Insights
- Merchandising
- Supply Chain
- E-Commerce
- IT
- Operations
- Trade Promotions

#RCAS2019
## AGENDA-AT-A-GLANCE

### Wednesday, April 24, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM - 7:30 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>1:30 PM - 2:45 PM</td>
<td>Thought Leadership Workshop - <em>Presented by:</em> preVedere</td>
</tr>
<tr>
<td>3:00 PM - 5:00 PM</td>
<td>CGT Data &amp; Analytics Share Group</td>
</tr>
<tr>
<td>4:00 PM - 6:00 PM</td>
<td>Brands &amp; Grads Structured Networking</td>
</tr>
<tr>
<td>6:00 PM - 7:00 PM</td>
<td>Welcome Reception</td>
</tr>
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</table>

### Thursday, April 25, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 6:30 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 AM - 8:20 AM</td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>8:20 AM - 8:35 AM</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>8:35 AM - 9:35 AM</td>
<td>Opening Keynote: How Walmart is Designing the Intelligent Enterprise</td>
</tr>
<tr>
<td></td>
<td><em>Keynote Speaker:</em> Clay Johnson, EVP and Enterprise CIO, Walmart</td>
</tr>
<tr>
<td></td>
<td><em>Host:</em> Andy Walter, Former VP, Procter &amp; Gamble</td>
</tr>
<tr>
<td>9:35 AM - 9:45 AM</td>
<td>Co-Chairperson Comment</td>
</tr>
<tr>
<td></td>
<td>Sandeep Dadlani, CDO, Mars, Inc.</td>
</tr>
<tr>
<td>9:45 AM - 10:05 AM</td>
<td>General Session #1: Data Sharing as Collaborative Catalyst</td>
</tr>
<tr>
<td>10:10 AM - 10:35 AM</td>
<td>General Session #2: One Solution at a Time: Analytics as</td>
</tr>
<tr>
<td></td>
<td>Organizational Change Driver</td>
</tr>
<tr>
<td>10:35 AM - 11:05 AM</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11:05 AM - 11:30 AM</td>
<td>General Session #3: License to Disrupt: Using a Digital Factory to</td>
</tr>
<tr>
<td></td>
<td>Drive Change</td>
</tr>
<tr>
<td>11:35 AM - 12:00 PM</td>
<td>General Session #4: A VC’s Perspective on the Potential of AI</td>
</tr>
<tr>
<td></td>
<td>Lonne Jaffe, Managing Director, Insight Venture Partners</td>
</tr>
<tr>
<td>12:05 PM - 12:25 PM</td>
<td>General Session #5: A Startup’s Perspective</td>
</tr>
<tr>
<td></td>
<td>Brandy Duncan, Co-Founder, MadTree Brewing</td>
</tr>
<tr>
<td>12:25 PM - 12:30 PM</td>
<td>Editorial Commentary</td>
</tr>
<tr>
<td></td>
<td>Peter Breen, Editor-in-Chief, CGT, EnsembleIQ</td>
</tr>
<tr>
<td>12:30 PM - 1:40 PM</td>
<td>Networking Lunch Featuring Topic Tables</td>
</tr>
<tr>
<td>12:30 PM - 1:40 PM</td>
<td>CGT Executive Council Meeting</td>
</tr>
</tbody>
</table>
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### Thursday, April 25, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 1:45 PM - 2:30 PM | **General Session #6: Attacking the Biggest Business Opportunities with Advanced Analytics**  
*Moderator:* Andy Walter, Former VP, Procter & Gamble  
*Panelists:*  
Jeff Goldman, Global Director, Enterprise Data Science, Procter & Gamble  
Sai Jasti, Commercial Data Officer, GSK  
Maria Macuare, VP, Data & Analytics, Campbell Soup Company  
Reiko Yoshida, Data Science, Facebook |
| 2:35 PM - 4:05 PM | Networking Break                                                      |
| 2:35 PM - 4:05 PM | Structured Networking                                                 |
| 4:10 PM - 4:50 PM | Concurrent Sessions, Set 1: Thought Leadership Session #2             |
| 4:55 PM - 5:40 PM | **General Session #7: Key Takeaways from the Retail & Consumer Goods Analytics Study**  
Peter Breen, Editor-in-Chief, *CGT*, EnsembleIQ |
| 5:40 PM - 5:45 PM | The Editorial Wrap-Up                                                 |
| 5:45 PM - 6:45 PM | Networking Reception                                                  |

### Friday, April 26, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 12:40 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>7:30 AM - 8:15 AM</td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>8:15 AM - 8:25 AM</td>
<td>Co-Chairperson Comment</td>
</tr>
<tr>
<td>8:25 AM - 9:15 AM</td>
<td>Day Two Morning Keynote</td>
</tr>
<tr>
<td>9:20 AM - 10:00 AM</td>
<td>Concurrent Sessions, Set 2: Thought Leadership Session #3</td>
</tr>
<tr>
<td>10:05 AM - 10:45 AM</td>
<td>Concurrent Sessions, Set 2: Thought Leadership Session #4</td>
</tr>
<tr>
<td>10:45 AM - 11:20 AM</td>
<td>Networking Break</td>
</tr>
<tr>
<td>11:25 AM - 11:45 AM</td>
<td><strong>General Session #8: Unlocking the Power of Unused Data</strong></td>
</tr>
<tr>
<td>11:50 AM - 12:35 PM</td>
<td>Day Two Closing Keynote: The Next Wave</td>
</tr>
<tr>
<td>12:35 PM - 12:40 PM</td>
<td>Closing Comments</td>
</tr>
</tbody>
</table>

*WHY ATTEND RCAS? WHO ATTENDS*
SPEAKERS

Peter Breen
Editor-in-Chief
Consumer Goods Technology

Remco Brouwer
SVP, Digital Innovation & Strategy
Randstad Holding

Sandeep Dadlani
CDO
Mars Inc.

Brady Duncan
Co-Founder
MadTree Brewing

Jeff Goldman
Global Director,
Enterprise Data Science
Procter & Gamble

Albert Guffanti
VP, Retail Technology Group
EnsembleIQ

Lonne Jaffe
Managing Director
Insight Venture Partners

Sai Jasti
Commercial Data Officer
GSK

Clay Johnson
EVP & Enterprise CIO
Walmart

Jamie Lancaster
VP, G&A Optimization and Contact Center of Excellence
The Kroger Company

Maria Macuare
VP, Data & Analytics
Campbell Soup Company

Andy Walter
VP (Former)
Procter & Gamble

John Wilkinson
Networking Curator
b2b talk

Reiko Yoshida
Data Science
Facebook

Register today at consumergoods.com/analytics-summit
PRICING & REGISTRATION

Early Bird Rates Available!
Register by March 4 at Midnight.

**Consumer Goods Executives**
- Early Bird Price (ends March 4)...........$295
- Regular Price (ends April 19).............$595
- On-site Price .....................................$795

**Retailer Executives**
- Early Bird Price (ends March 4).........$0
- Regular Price (ends April 19)..........$0
- On-site Price .....................................$0

Only qualified retailer & consumer brands manufacturers attend the Retail & Consumer Goods Analytics Summit.
Register at www.consumergoods.com/analytics-summit

**Thought Leadership Keynotes**
Hear from industry luminaries as they discuss how to empower your enterprise with data and analytics.

**1-on-1 Structured Networking**
Discover your community and connect with peers from across the retail and consumer goods industry. 10-minute structured networking meetings help you build new partnerships and allow you to discuss day-to-day challenges.

**Networking Meals & Receptions**
Enjoy full access to all networking meals, breaks and receptions. Including topic-table lunch discussions and evening receptions. Take time to live a little and engage with your peers.

**Education Sessions**
Learn what you need to know during thought-provoking education sessions. From panels discussions, focused lightning sessions and topic-specific concurrent sessions unique learning formats bring the agenda to life!

**Elite Industry Speakers**
Hear from industry experts from Campbell Soup Co., GSK, Kellogg’s, The Kroger Co., MadTree Brewing, Mars, Inc., Procter & Gamble, Walmart and more!

**Pre-Event Opportunities**
Get interactive during the Thought Leadership Workshop, join the share group or join us for the structured brands & grads structured networking to get the most out of your experience!

**Networking**
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New Venue for 2019!
Swissotel | Chicago, IL

Enjoy this four-diamond, luxury hotel in the heart of downtown Chicago.

Ideally situated at the junction of the Chicago River and Lake Michigan, the Swissotel is steps away from the renowned The Magnificent Mile shopping district. The all-glass hotel offers fabulous wrap-around views from Navy Pier to Millennium Park. You will love this unparalleled hotel experience.

The Retail & Consumer Goods Analytics Summit has a room block and special room rate available for attendees. The classic room rate is $159 per night and available if you book by March 27, 2019. Rooms are on a first come, first serve basis. Visit www.consumergoods.com/analytics-summit to book your hotel stay.