



2019 Partial Attendee List

*As of 5/22/19

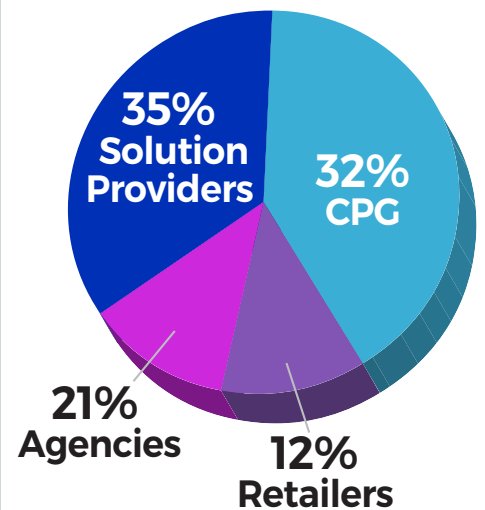
The Path to Purchase Summit is an intimate, business-focused networking forum where consumer goods marketers and retailer executives build their confidence, find their community and collaborate to build critical partnerships to create experiences that connect with consumers.



- 84.51°**
Offsite Media Client Lead, Kroger
Precision Marketing
- Abbott Nutrition**
Shopper Marketing Manager
- ACH Food Companies**
Director, Shopper Marketing
- Adagio**
President
- Aki Technologies**
Sales Director
VP, Sales
- Albertsons Companies**
Sr. Manager, Shopper Marketing
- American Greetings**
Consumer Marketing Manager
- Arc Worldwide**
SVP, Strategy Director
VP, Account Director
VP, Creative Director
- ASDA**
CCO
- Associated Wholesale Grocers**
CRM Supervisor
- Augustine Agency**
VP
- Avocados from Mexico**
Associate Director, Shopper Marketing
- Barilla**
Director, Shopper Marketing
Shopper Marketing Manager
- Base Culture**
CEO/Founder
E-Commerce Manager
- Bauer Media Group USA**
VP, Sales & Shopper Marketing
- Bazaarvoice**
Product Marketing Manager
Sr. Product Manager

- Bimbo Bakeries USA**
National Account Manager,
Shopper Marketing
Associate Manager, Shopper Marketing
- Blue Chip Marketing Worldwide**
EVP/GM, Business Leadership
- Brandshare**
Sr. Account Director

ATTENDANCE BY CATEGORY



- Brown-Forman**
Customer Marketing Manager
- Calbee North America**
Brand Manager
- Central Garden & Pet**
Customer Marketing Manager, Home Depot
Customer Marketing Manager, Lowe's
Director, Customer Marketing, Home Centers
- Chobani**
CM&BO
- Church & Dwight**
VP, Consumer Engagement

Partial List of the 2019 Path to Purchase Summit Audience

The Coca-Cola Company

Director, Consumer Insights & Planning
Group VP, Shopper Marketing
Shopper Marketing Manager
Sr. Manager, Strategic Marketing
VP, National Retail Sales, Customer Marketing
VP, National Retail Sales, Shopper Marketing

Colgate-Palmolive

Group Account Director

Danone NA

Shopper Marketing

Del Monte Foods Inc.

Sr. Business Development Manager

Delta Faucet Company

Sr. Retail Innovation Manager

Enjoy Life Foods

GM, CS&MO

Facebook

Industry Manager, CPG-Retail

Fandango

Brand Partnerships
Brand Promotions
Retail Promotions Manager

FCB/RED

EVP, Group Director, Strategic Planning
President
SVP, Group Management Director
SVP, Management Director

Field Agent

CEO

Floor & Decor

Content Marketing Manager
Graphic Designer Manager

General Mills

Shopper Marketing & E-Commerce Lead
Shopper Marketing Assistant Manager

Geometry

CCO
CGO

Georgia-Pacific

Director, Shopper Marketing
Sr. Director, Shopper Marketing Leader

GlaxoSmithKline

Global Marketing Strategy, Access Lead

Google

Global Client Partner

GroundTruth

Sales Director, Consultant
VP, CPG

Hallmark Cards

VP, Category Solutions

Hasbro

Sr. Manager, Omnichannel Marketing



Hmt Associates

Business Development
Business Leadership
Sr. Account Executive

Ibotta

Sr. Director, Retail Partnerships
VP, CPG Client Relationships

iHeartMedia

Brand Integration Specialist,
Shopper Marketing
VP, Shopper Marketing, CPG Sales

illy Cafe North America

CMO

The IMAGINE Group

CCO
Director, Sales
VP, Strategic Sales & Services

Information Resources Inc.

EVP, Marketing & Shopper Intelligence
President, Marketing & Shopper Intelligence

inMarket

Head of Sales
Marketing Manager
Regional Sales Director

Jewel-Osco

Ethnic & Speciality Marketing

The J.M. Smucker Company

Omnichannel Customer Marketing
Manager

Johnson & Johnson

Shopper Marketing & Consumer
Activation Manager
Sr. Omni-Shopper Marketing Manager

Jun Group

Sales Director
SVP

Keurig Dr Pepper

Associate Manager, Digital Shopper
Marketing

Kings Food Markets

Marketing Director
VP, Marketing

Kraft Heinz

Sr. Buyer, Marketing Procurement

The Kroger Company

VP, Digital Experience

Label Insight

CEO
Co-Founder, SVP of Strategic Initiatives
Sr. Account Executive
Sr. Manager, Marketing & Communications
VP, Sales & Business Development

LALA U.S.

Sr. Director, Marketing
Sr. Director, Sales, Walmart Team Lead

LEGO Systems Inc.

Trade Marketing Manager

LG Electronics

Sr. Shopper Marketing Manager

Lowe's Foods

Marketing Manager, Print Services
Project Manager, Private Brand Services
Sr. Manager, Marketing Communications

The Mars Agency

Account Manager, Client Leadership
VP, Client Leadership

Massimo Zanetti Beverages

Director, Shopper Marketing &
Customer Insights

Meyers

Director, Marketing
Director, Marketing & E-Commerce

Mission Foods

Director, Insights

Mizkan America

Shopper Marketing Manager

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Mondelez International

Associate Director, Shopper Marketing
Biscuit Lead, Shopper Marketing
Customer Business Lead
Customer Category Manager
RVP, Shopper Marketing & Strategic Partnerships

Naturipe Farms

VP, Marketing

Nepa USA, Inc.

Client Development Manager
CMO
Global Head, Commercial Development

Newell Brands

Director, Customer Insights

Nice-Pak

Associate Director, Retail Category Development
VP, Marketing Services

Nielsen

VP, Product Leadership

Office Depot

Search Engine Optimization
Search & Navigation
Sr. Manager, Digital Marketing Content Strategy
Sr. Marketing Manager, Digital Content

OxfordSM

Consultant
Director

Pfizer Consumer Healthcare

Sr. Manager, Shopper Marketing

Procter & Gamble

Associate Director, Internal Affairs
Trade Standards Director, Corporate Industry Affairs

PureRED

CEO
Managing Director

Quotent

CM&MO
Sr. Sales Director

Reynolds Consumer Products

Director, Marketing
Manager, Shopper & Customer Marketing

RichContext

Co-Founder & Head of Partnerships

Ripple Street

CEO

Rite Aid

Director of Advertising

Saatchi & Saatchi X

VP, Account Leadership & Client Partnership

Sabra Dipping Company

Brand Manager
Shopper Marketing Manager

The Sandbox Agency

SVP, Client Services

Sargento Foods Inc.

Consumer Insights Manager,
CPD & Trends

SC Johnson

Director, Shopper Marketing

Scotts Miracle-Gro

Shopper Marketing Manager

Shoptology

CEO
Creative Director
SVP, Head of Insights & Strategy

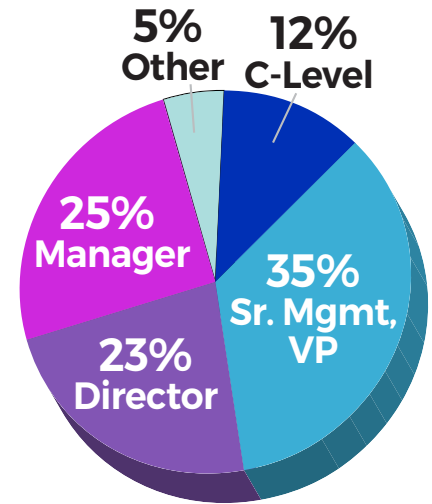
Snipp Interactive

Director, Sales
VP, Sales & Business Development

Target

Account Executive
Sr. Account Executive

ATTENDANCE BY TITLE



TerraCycle

CEO/Founder
Head of Shopper Marketing & Retail Strategy, Global
Sr. Manager, Shopper Marketing & Retail Strategy

TheoryHouse

Founder & President

Tyson Foods

Shopper Marketing Manager, Kroger Team
VP

Ubisoft Canada

Sales & Retail Marketing Manager

Unilever

Associate Shopper Marketing Manager
External Affairs & Issues Management
Sr. Shopper Marketing Manager

Valassis Digital

Executive Director, CPG Shopper Marketing
VP, CPG Solutions
VP, Sales

Visionworks

Director, Creative Services & Visual

Wakefern Food Corporation

Shopper Marketing Manager

Walmart Labs

VP, Global Data & Analytics Platform

Waze

Ads Marketing Events Manager
Brand Partnerships Lead
Head of Carrier Partnerships, US
Southeast Sales Lead

Wente Vineyards

Associate Brand Manager

The Wonderful Company

Retail Business Development Manager

