

NIQ



June 6–8, 2023
JW Marriott LA Live
Los Angeles, CA

2023 Consumer 360® Agenda

Tuesday, June 6

12:00 PM – 5:00 PM **Registration** *Studio Foyer*

5:00 PM – 6:30 PM **Mainstage** *Platinum Ballroom*

Welcome

Tracey Massey, Chief Operating Officer, NIQ

Opening Fireside Chat

Trevor Noah, Comedian, Bestselling Author & former host of *The Daily Show*

Moderator: Laura Schwartz, Professional Emcee

6:30 PM – 10:30 PM **Welcome Reception & Dinner** *The Novo*

Wednesday, June 7

7:00 AM – 5:30 PM **Registration** *Studio Foyer*

7:00 AM – 8:15 AM **Breakfast** *Gold Ballroom*

NIQ Product Showcase / Specialty Zone, Networking Zone & Pitch Slam open

8:30 AM – 12:15 PM **Mainstage** *Platinum Ballroom*

Kickoff and Overview

Jeanne Danubio, President, NA Connect, NIQ

Digital Leadership: Future Proofing You and Your Organization

Erik Qualman, Bestselling Author

Mapping the Omnichannel Evolution

Cristina Marinucci, Global Head of Shopper Insights & Analytics, Mondelēz

Mauricio Bermudez, Vice President Data & Analytics, Bacardi

Sandra Villarreal, Senior Vice President, Consumer Functions, L'Oreal

Moderator: Marta Cyhan-Bowles, Chief Communications Officer & Head of Marketing, North America

Digital Grocery Commerce

David Zucker, Chief Marketing Officer & Senior Vice President, Ecommerce, Perdue Farms

-- Break -- Product Expo & Pitch Slam open

Navigating Omnichannel Transformation:

Kris Ewing, Chief Product Officer, NIQ

Elizabeth Buchanan, Managing Director, Customer Success & Global Platform Transformation, NIQ

Laura McCullough, Managing Director, Global G13 Clients, NIQ

Moderator: Marsha McGraw, Managing Director, Specialty Sales, NIQ

Founders' Pitch Slam

Andrew Criezis, SVP and General Manager, Global SMB, NIQ

Judges

Tracey Massey, Chief Operating Officer, NIQ

Alyssa Vescio, Senior Vice President of Merchandising, Center Store, Whole Foods

Craig Dubitsky, Friendly Founder, hello products & former Chief Innovation Strategist, Colgate-Palmolive

Ben Macedo, Senior Vice President, BASES, NIQ

Michael Movitz, Co-founder, Brandjectory

Hakim Ghanem, Director, Advent International Corporation

12:15 PM – 1:15 PM

Lunch Gold Ballroom

NIQ Product Showcase / Specialty Zone & Networking Zone open

1:15 PM – 2:40 PM

Mainstage Platinum Ballroom

Founders' Pitch Slam continued

Andrew Criezis, SVP and General Manager, Global SMB, NIQ

Tracey Massey, Chief Operating Officer, NIQ

Alyssa Vescio, Senior Vice President of Merchandising, Center Store, Whole Foods

Craig Dubitsky, Friendly Founder, hello products & former Chief Innovation Strategist, Colgate-Palmolive

Ben Macedo, Senior Vice President, BASES, NIQ

Michael Movitz, Co-founder, Brandjectory

Hakim Ghanem, Director, Advent International Corporation

Founders' Series Panel

Kyle Cooke, Founder & Chief Executive Officer, Loverboy

Katie Beal Brown, Founder & CEO, Lone River Beverage Company

Brad Schultz, Co-founder & Chief Marketing Officer, BeatBox Beverages

Moderator: Craig Dubitsky, Friendly Founder, hello products & former Chief Innovation Strategist, Colgate-Palmolive

Harnessing AI & Multi-Sensorial Experiences, to Create Brand Love

Chris Sinclair, Global Head, Sensory Testing, BASES, NIQ

Pamela Mittoo, Group Director, Global Technical Consumer Research, The Coca-Cola Company

2:40 PM – 3:00 PM

-- Networking Break --

3:05 PM – 4:05 PM

Breakouts Various

NIQ Product Showcase / Specialty Zone & Networking Zone open

4:05 PM – 5:15 PM

NIQ Product Showcase / Specialty Zone & Pitch Slam Happy Hour Platinum Foyer

6:30 PM – 10:30 PM

Ultraviolet Jungle Party & Dinner Gold Ballroom

Thursday, June 8

7:00 AM – 1:00 PM **Registration** *Studio Foyer*

7:00 AM – 8:15 AM **Breakfast** *Gold Ballroom*
NIQ Product Showcase / Specialty Zone & Networking Zone open

8:30 AM – 12:00 PM **Breakouts** *Various*
NIQ Product Showcase / Specialty Zone & Networking Zone open

12:00 PM – 1:00 PM **Lunch** *Gold Ballroom*
NIQ Product Showcase / Specialty Zone & Networking Zone open

1:00 PM – 5:30 PM **Mainstage** *Platinum Ballroom*

Owning the Change

Sherry Frey, Vice President, Total Wellness, NIQ

Unfiltered and Uncut: Tapping into the Spirit of Brother's Bond Bourbon Founders' Ethos

Ian Somerhalder, Co-founder & Brand Guardian, Brother's Bond Distilling Company, LLC

Vincent Hanna, Chief Executive Officer & Co-founder, Brother's Bond Distilling Company, LLC

Paul Wesley, Co-founder, Brother's Bond Distilling Company, LLC

Moderator: Kim Cox, Managing Director, US Large & Medium Clients, NIQ

BRIDGE, Moving D&I from Philosophy to Practice

Sheryl Daija, Founder & Chief Executive Officer, BRIDGE

Leslie Waller, Vice President Marketing Innovation & Enterprise Marketing Excellence, Campbell Soup Company

Yashica Olden, Global Chief Diversity & Inclusion Officer, Condé Nast

NIQ Data Enables Retailer Network

Diane Letson, Vice President, Food Industry Partnerships, Feeding America

Tony Pupillo, Senior Director, Food Industry Partnerships – Retail, Feeding America

--break--

Winning the Shopper

Jamie Clarke, North America Retail Head, NIQ

The Hard Truth About Consumer Driven Transformation

Daniel Silva, Strategic Transformation Sales Director, Google Cloud

Everyone is Talking About AI, but How Much Should I Care?

Katherine Black, Partner, Consumer & Retail Practice, Kearney

Thriving in the New Retail Environment

Jill Blanchard, President of Client Solutions, Advantage Solutions

Brian Van Cleave, Vice President, Commercial Strategy & Operations, Bayer

Amy Luke Busker, Senior Vice President, Branded Sales, Mizkan

Create the Future: Innovating Through Chaos, AI and Change

Jeremy Gutsche, Chief Executive Officer, Trend Hunter & Bestselling Author

Wrap Up

Tracey Massey, Chief Operating Officer, NIQ

6:30 PM – 10:00 PM **LA Street Festival Closing Party** *West Road*