



2024 Consumer 360 agenda

Monday, May 13

12:00 PM – 6:00 PM **Registration**

3:30 PM - 4:30 PM **NIQ Showcase**

4:30 PM – 6:00 PM **General Session**

Welcome & Overview

Liz Buchanan, President, North America, NIQ

Think Again: The Power of Knowing What You Don't Know

Adam Grant, Organizational Psychologist and Best-Selling Author

6:00 PM – 10:00 PM **Welcome to the Desert Opening Reception & Dinner featuring The Smith Band**

Tuesday, May 14

7:30 AM – 5:30 PM **Registration**

7:30 AM – 8:30 AM **Breakfast**

NIQ Showcase open

8:45 AM – 12:00 PM **AM General Session**

Kickoff

Tracey Massey, Chief Operating Officer, NIQ

How Data, Artificial Intelligence and Human Intelligence Lead You to *The Full View*™

Jim Peck, Chief Executive Officer, NIQ

Liz Buchanan, President, North America, NIQ

Mohit Kapoor, Chief Technology Officer, NIQ

Troy Treangen, Chief Product Officer, NIQ

Lessons From a Shark

Kevin O'Leary, Star of ABC's Shark Tank, Venture Capitalist and Investor

-- Break --

Founders Pitch Slam

Andrew Criezis, President, e-Commerce & Omni, NIQ

Judges

Tracey Massey, Chief Operating Officer, NIQ

Kevin O'Leary, Star of ABC's Shark Tank, Venture Capitalist and Investor

Craig Dubitsky, Friendly Co-Founder, Happy Coffee & Founder, Hello Products

Ben Macedo, SVP, BASES, NIQ

Keith McBride, Executive Director for Whole Body and Lifestyle, Whole Foods

12:00 PM – 1:00 PM	Lunch NIQ Showcase open
1:00 PM – 4:10 PM	PM General Session Founders Pitch Slam Results Andrew Criezis, President, e-Commerce & Omni, NIQ Judges Tracey Massey, Chief Operating Officer, NIQ Kevin O’Leary, Star of ABC’s Shark Tank, Venture Capitalist and Investor Craig Dubitsky, Friendly Co-Founder, Happy Coffee & Founder, Hello Products Ben Macedo, SVP, BASES, NIQ Keith McBride, Executive Director for Whole Body and Lifestyle, Whole Foods Connecting Mind and Matter: A Neuroscientist and an Economist Bridge the Consumer Say/Do Gap Martha Gimbel, Executive Director, Budget Lab at Yale Dr. Elise Temple, VP, Neuroscience & Client Service Ramon Melgarejo, President, BASES, Analytics & CMI Coming Soon: New Innovation Insights from NIQ Yemi Owolewa, Lead, Customer Success, NIQ Deb Box, SVP, Product Leadership, NIQ AI, Democratized: What the Future Holds for Those Who Embrace It Allie K. Miller, AI Entrepreneur, Advisor, Investor -- Break -- From the Inside Out: How Amazon’s Culture of Innovation Paves the Way for Better Consumer Experiences Justin Honaman, Head, Worldwide Retail & Consumer Goods GTM Amazon/AWS Enabling What’s Possible: The Past, Present and Future of AI at NIQ Zu Khoja, SVP of Architecture and Innovation, NIQ
4:15 PM – 5:30 PM	NIQ Showcase
6:30 PM – 10:30 PM	90s Throwback Bash & Dinner featuring DJ Hesta Prynn & MC Hay

Wednesday, May 15

7:30 AM – 1:00 PM	Registration
7:30 AM – 8:45 AM	Breakfast NIQ Showcase open
9:00 AM – 12:00 PM	Breakout Sessions NIQ Showcase open
12:00 PM – 1:00 PM	Lunch NIQ Showcase open
1:00 PM – 5:25 PM	PM General Session Opening Kris Ewing, President, Global Consumer Panel, NIQ

TikTok Made Me Buy It: Lessons Learned from the Frontlines of Social E-Commerce

Rachael Ryan, Head of Research & Insights, NA & Global Functions, TikTok

Becca Livingston, Sr. Manager, Strategy & Analytics, TikTok Shop

From Insight to Action: How Consumers are Showing Up in Today's Evolving Marketplace

Jill Blanchard, President, Advantage Solutions

Melissa Mayfield, Head of Grocery & Retail Operations, Colgate-Palmolive

Paul Callahan, President of Retail Sales, T. Marzetti Company

Nourishing Trends: Dissecting Health and Wellness Data to Uncover What's Next

Jonathan Clinthorne, PhD, Director of Nutrition, Simply Good Foods, USA Inc.

Sherry Frey, Health & Wellness Industry Leader, NIQ

For the Greater Good: Fostering Consumer Mental Well-Being Through Innovation and Experience

Craig Dubitsky, Friendly Co-Founder, Happy Coffee & Founder, Hello Products & former Chief Innovation Strategist, Colgate-Palmolive

-- Break --

Evolving Lifestyles, Innovative Sips: How Consumer Preferences are Shaping Purchase Behavior

Michael Barkin, Co-founder and President, Sommarøy Spirits

Joy Young, Sr. Director Strategy, Insights, Analytics and Innovation, Campari

Kaleigh Theriault, Director, Beverage Alcohol Thought Leadership, NIQ

Optimizing the Total Store Open

James Hunt, SVP, North America Retail, NIQ

Secrets to Successful AI Integration in Retail

Keith Mercier, General Manager, WW Retail and Consumer, Microsoft

Winning Back Lost Loyalty in a New Consumer Landscape

Taydra Mitchell Jackson, Chief Marketing Officer, Sundial Brands

Kym Graham, VP, Global Thought Leadership, NIQ

Beyond CPG: Optimizing Tech and Durables

Lydia Irving, Strategic Account Lead, NIQ

Practices To Unlock Your Potential, Unleash Unstoppable Growth and Produce Breakthrough Results in an Increasingly Uncertain World

Sterling Hawkins, CEO, Sterling Hawkins Group, Author, Investor and Entrepreneur

Closing Remarks

Liz Buchanan, President, North America, NIQ

6:30 PM – 10:30 PM

Phoenix Rising Closing Party headlined by Gin Blossoms

Thursday, May 16

All day

Departures