

NIQ**June 2-5, 2025**

The Diplomat Beach Resort | Hollywood, Florida

The quest for *next*
Find your next growth opportunity



2025 Consumer 360 agenda

Monday, June 2

12:00 PM – 6:00 PM	Registration	<i>Great Hall Registration Desk</i>
3:30 PM – 4:30 PM	NIQ Showcase	<i>Great Hall Foyer 4,5</i>
4:30 PM – 6:00 PM	Mainstage	<i>Great Hall 4,5,6</i>
	Welcome Liz Buchanan - President, North America, NIQ Troy Treangen - Chief Product Officer, NIQ	
	Feeding Innovation: How Creativity Cultivates a Better Tomorrow José Andrés - Chef, Restaurateur, Humanitarian Moderator: Liz Buchanan - President, North America, NIQ	
6:00 PM – 10:00 PM	Opening Reception & Dinner	<i>Beach & South Palm Court</i>

Tuesday, June 3

7:30 AM – 8:30 AM	Breakfast	<i>Great Hall 1,2</i>
	NIQ Showcase & Quest for Next Lounge open	
7:30 AM – 5:30 PM	Registration	<i>Great Hall Registration Desk</i>
8:30 AM – 12:35 PM	AM Mainstage	<i>Great Hall 4,5,6</i>
	Welcome Tracey Massey - Chief Operating Officer, NIQ	
	Predictions Scott Galloway - Author, Entrepreneur & Professor	
	Unveiling New Data, Growth Strategies and Channels of the Future Nik Modi – Managing Director and Global Co-Head of Consumer & Retail Research, RBC Capital Markets Sri Rajagopalan - Co-Founder & Co-Host, The CPG Guys	
	TikTok Shop Growth and the Halo Impact Across Channels Ajay Salpekar - Head of Beauty, TikTok Shop Jacqueline Flam - Senior Vice President, US Beauty Retail Sales, NIQ	

10:50 AM – 11:05 AM	-- Break --	<i>Great Hall Foyer 4,5</i>
	NIQ Innovation Kick Off Ben Macedo - Managing Director, Strategic Analytics & Innovation, North America, NIQ Fostering Creativity Daymond John - Founder/CEO of FUBU & Star of ABC's Shark Tank Pitch Slam <i>Judges</i> Craig Dubitsky - Friendly co-founder, happy coffee & Founder, hello products Daymond John - Founder/CEO of FUBU & Star of ABC's Shark Tank Casey Gaston - Executive Leader, Local and Emerging Brands, Whole Foods Ben Macedo - Managing Director, Strategic Analytics & Innovation, North America, NIQ Tracey Massey - Chief Operating Officer, NIQ	
12:35 PM – 1:35 PM	Lunch	<i>Great Hall 1,2</i>
	NIQ Showcase & Quest for Next Lounge open	
1:35 PM – 1:50 PM	PM Mainstage	<i>Great Hall 4,5,6</i>
	Pitch Slam Winners <i>Judges</i> Craig Dubitsky - Friendly co-founder, happy coffee & Founder, hello products Daymond John - Founder/CEO of FUBU & Star of ABC's Shark Tank Casey Gaston - Executive Leader, Local and Emerging Brands, Whole Foods Ben Macedo - Managing Director, Strategic Analytics & Innovation, North America, NIQ Tracey Massey - Chief Operating Officer, NIQ	
2:15 PM – 5:00 PM	Breakout Sessions	<i>Regency Ballroom 1</i> <i>Regency Ballroom 2</i> <i>Regency Ballroom 3</i> <i>Diplomat Ballroom 1,2</i> <i>Diplomat Ballroom 3</i> <i>Diplomat Ballroom 4,5</i>
2:15 PM – 5:30 PM	NIQ Showcase	<i>Great Hall Foyer 4,5</i>
6:30 PM – 10:30 PM	Dinner, Show & Afterglow	<i>Great Hall 1,2 (dinner)</i> <i>Great Hall 4,5,6 (comedy show)</i>

Wednesday, June 4

8:00 AM – 9:00 AM	Breakfast	<i>Great Hall 1,2</i>
	NIQ Showcase & Quest for Next Lounge open	
8:00 AM – 1:00 PM	Registration	<i>Great Hall Registration Desk</i>
9:00 AM – 12:35 PM	AM Mainstage	<i>Great Hall 4,5,6</i>
	Opening Remarks Ramon Melgarejo, President, Strategic Analytics & Insights, NIQ	

How Tariff-Driven Volatility Is Driving Consumer Behavior and Retail Actions for Consumer Durables

Greg Munves - CEO, OpenBrand

Steffen Schenk – Managing Director, North America Tech & Durables, NIQ

The Price of Growth: Re-igniting Volume in a Price-Sensitive Market

Wendy Liebmann - Founder, CEO & Chief Shopper, WSL Strategic Retail

Gina Zilleox - Senior Director, Category Management, Glanbia Performance Nutrition

Paul Chibe - Chief Executive Officer, Pabst Brewing Company

Moderator: Kaleigh Theriault - Director of Thought Leadership, Beverage Alcohol Vertical, NIQ

Retail Media Networks Unpacked: Winning Strategies for Brands and Advertisers

Nicole Landis – Senior Manager, Product & Engineering, Amazon Ads

Ajay Sharma - Vice President, eCommerce and OmniChannel, North America, Bayer Consumer Health

Moderator: Dan Bonert - SVP Retail Media, Merchant Analytics and Collaboration, NIQ

10:25 AM – 10:45 AM

-- Break --

Great Hall Foyer 4,5

Join the Club: Launching the Full View of Costco Measurement

Kim Cox - Managing Director, North America Omniconmerce and Global Snapshots, NIQ

Evolution of Loyalty and Consumer Engagement

Wes Schroll - CEO & Founder, Fetch

Lisa Holland Kinney - Executive Head, Enterprise Analytics, Albertsons Companies

Angela Martin - Vice President, Customer Insights & Brand Strategy, Dollar General

Moderator: Natalie Williams – Senior Vice President, Consumer Panel Product Leadership, NIQ

Unlocking Generational Consumption Trends to 2030

Sara Liang - Product Manager, NIQ

David Dai - Senior Research Analyst, BASES Games

Ugo Uwakwe - Insights Analyst, NIQ

Moderator: Shaun Zitting - Chief HR Officer

The Conscientious Consumer

Dr. Maha Tahiri - CEO and Founder, Nutrition Sustainability Strategies LLC

Jack Bobo - Executive Director, UCLA Rothman Family Institute for Food Studies

Jennifer Bentz - Chief Marketing Officer, Utz Brands, Inc.

Moderator: Nicole Collida Davis - Managing Director, Core US Retail & Sales Agencies

Innovation Contest Winner Announcement

Ben Macedo - Managing Director, Strategic Analytics & Innovation, North America, NIQ

12:35 PM – 1:35 PM

Lunch

Great Hall 1,2

NIQ Showcase & Quest for Next Lounge open

1:45 PM – 4:30 PM

Breakout Sessions

Regency Ballroom 1

Regency Ballroom 2

Regency Ballroom 3

Diplomat Ballroom 1,2

Diplomat Ballroom 3

Diplomat Ballroom 4,5

4:30 PM – 5:30 PM

PM Mainstage

Great Hall 4,5,6

The New Tariffs
Danny Yagan - Co-Founder, Yale Labs

Closing Remarks
Liz Buchanan - President, North America, NIQ

6:30 PM – 10:30 PM

Closing Dinner & Party

The Landing on the marina