

NIQ



Built for
the Future

June 8–11, 2026

JW Marriott San Antonio Hill
Country Resort & Spa
San Antonio, TX



2026 Consumer 360 agenda

Monday, June 8

12:00 PM – 6:00 PM **Registration**

3:30 PM – 4:30 PM **NIQ Showcase**

4:30 PM – 6:00 PM **Mainstage**

Welcome

Jim Peck - CEO, NIQ

Opening Keynote & Fireside Chat

Gary Vaynerchuk - Entrepreneur, Chairman of VaynerX, & CEO of VaynerMedia

6:00 PM – 10:00 PM **Welcome to Hill Country Opening Reception & Dinner**

Tuesday, June 9

8:00 AM – 9:00 AM **Breakfast**
NIQ Showcase open

8:00 AM – 5:30 PM **Registration**

9:00 AM – 12:15 PM **AM General Session**

Tuesday Open and Welcome

Liz Buchanan - President, North America, NIQ

Beyond the Buzz: Practical Insights on AI, Emerging Tech, and the Future

Shelly Palmer - Professor of Advanced Media, Syracuse University & Top Voice in AI & Technology

What's Next for NIQ: Powering Growth with AI-Driven Innovation & NIQ AI Builder

Troy Treangen - Chief Product Officer, NIQ

Liz Buchanan - President, North America, NIQ

The New Path to Purchase: How Omni Convenience Is Rewiring Beauty (and Beyond)

Amber Turley - VP of Omni Convenience and Commerce Partnerships, Sephora

Beryl Sanders - Head of Partnerships, Grocery & Retail, Uber

Moderated by: Jackie Flam - Managing Director, Beauty and Health, NIQ

11:00 AM – 11:15 AM	– Break –	
11:15 AM – 12:15 PM	Pitch Slam	
	<i>Judges</i>	
	Julian Baldwin - President, Tech & Durables & Global Commercial Negotiations, NIQ	
	Wayne Bennett - Senior Vice President, Retail, ECRM/RangeMe	
	Brooke Gil - Frozen Team Leader, Whole Foods	
	Justin Gold - Founder, Justin's Nut Butter	
	Ben Macedo - Global Innovation Practice Leader, NIQ	
12:15 PM – 1:15 PM	Lunch	
	NIQ Showcase open	
1:20 PM – 2:25 PM	PM General Session	
	Pitch Slam Winners Announced	
	<i>Judges</i>	
	Julian Baldwin - President, Tech & Durables & Global Commercial Negotiations, NIQ	
	Wayne Bennett - Senior Vice President, Retail, ECRM/RangeMe	
	Brooke Gil - Frozen Team Leader, Whole Foods	
	Justin Gold - Founder, Justin's Nut Butter	
	Ben Macedo - Global Innovation Practice Leader, NIQ	
	Reading the Consumer: What Founders Would Do Differently Today for the Future	
	Babir Sultan - Owner and Founder, FavMarketing Co.	
	Ron Cole - President and Founder, Pronghorn Co.	
	Justin Gold - Founder, Justin's Nut Butter	
	<i>Moderated by:</i> Kaleigh Theriault - Director, Thought Leadership, NIQ	
	The Power of Independent Retail: Lessons from History, Imperatives for Growth	
	Greg Rush - President, Houchens Food Group	
	James Breuhl - Senior Vice President of Merchandising, Rouses Markets	
	Amy McClellan - Executive Vice President & CMO, Spartan Nash	
	<i>Moderated by:</i> Greg Ferrara - President and CEO, National Grocers Association	
2:30 PM – 4:15 PM	Breakout Sessions	<i>Grand Oaks K</i> <i>Grand Oaks L</i> <i>Grand Oaks M</i> <i>Grand Oaks N-O</i> <i>Cibola 8-10</i>
	<i>*Session times are 2:30 - 3:15 PM & 3:30 - 4:15 PM</i>	
4:30 PM – 5:00 PM	Tuesday Closing Mainstage	
	Innovation Awards	
	Ben Macedo - Global Innovation Practice Leader, NIQ	
	Nicholas Weaver - Managing Director, North America SA&I, NIQ	
	Curt Miller - President, Enterprise and Activation Solutions, NIQ	
5:00 PM – 5:45 PM	NIQ Showcase	
6:30 PM – 10:30 PM	Saddle & Sparks Dinner	

7:30 AM – 8:30 AM

NIQ Showcase open

7:30 AM – 1:00 PM

8:30 AM – 9:10 AM

Opening Fireside Chat

Bozoma Saint John - Hall of Fame inducted Marketing Executive, Author, Entrepreneur
Moderated by: Marsha McGraw - Global Head, Partnerships and Verticals, NIQ

9:20 AM – 12:00 PM

Breakout Sessions

Grand Oaks K
Grand Oaks L
Grand Oaks M
Grand Oaks N-O
Cibolo 8-10

**Session times are 9:20 - 10:05 AM, 10:15 - 11:00 AM & 11:10 - 11:55 AM*

12:00 PM – 1:00 PM

Lunch

NIQ Showcase open

1:00 PM – 5:00 PM

PM General Session

The State of the Market: Economic Signals, AI, and the Road Ahead

Danny Yagan - Co-Founder, Budget Lab at Yale

Innovation Under Pressure: Navigating Change in an Uncertain World

Mark Ibbotson - Chairman, VusionGroup & Senior Advisor, Qualcomm/McKinsey

Carrie Sander - Chief Customer Officer, Kellanova

Jo O'Hazo - Deputy Chief Information Officer & Chief Data Officer, Advantage

Moderated by: Jessie Mazur- Managing Director, Commercial Vertical, NIQ

The Commerce Revolution: Where East Meets West

Justin Honaman - Global Head, Worldwide Retail, Restaurants & Consumer Goods GTM, Amazon/AWS

Chandan Mendiratta - Chief Brand Officer, Zepto

Moderated by: Marta Cyhan-Bowles - Chief Communications Officer & Head of Global Marketing, NIQ

Consumers at the Heart: Turning Evolving Values into Everyday Value

Kirti Singh - Chief Analytics & Insights Officer, Procter & Gamble

Tara James Taylor - SVP Global Account Development & Global Beauty Vertical Leader, NIQ

2:50 PM – 3:05 PM

– Break –

Better Together: How Retailers and Brands Are Reshaping Commerce

Darren Caudill - Chief Sales Officer, Wakefern Food Corp.

Bob Nolan - SVP Demand Science, Conagra Brands

Moderated by: Mark Baum - Chief Collaboration & Commercial Officer & SVP, Industry Relations, FMI

Foundations of AI Commerce: The Infrastructure Powering Intelligent Shopping

Jose Luis-Gomes - Vice President Retail & Consumer, Google Cloud

Natalie Fong - Vice President, Digital Product, Ulta Beauty

Moderated by: Troy Treangen - Chief Product Officer, NIQ

Transformational Leadership: Building Organizations for the Future

Nick Bertram, President & Chief Operating Officer, Michaels Stores, Inc.

CPG Guys Closing Podcast and Closing Remarks

Sri Rajagopalan - Co-Founder & Co-Host, The CPG Guys

Peter V.S. Bond - Co-Founder & Co-Host, The CPG Guys

Liz Buchanan - President, North America, NIQ

6:00 PM – 10:30 PM

Brass & Brews Closing Party feat. Trombone Shorty & Orleans Avenue

Thursday, June 11

Departures