Consumer Goods Executive Summit

The Operational Future of the CPG Market

October 21 & 22, 2015
Chicago Hotel
Chicago, IL
Confirmed Speakers

- Director, Finance, L’Oreal
- Senior Director, Demand Chain, 7-Eleven
- Director, Demand & Supply Planning, Diageo
- Director, Supply Chain, Chamberlain Group
- Director, Logistics, Kenmark Group
- Director, Sales & Operations Planning, Dart Container
- Director, Supply Chain Planning, Argo Tea
Who Will You Meet?

There is no question that IE. provides the gold standard events in the industry and will connect you with decision makers within the analytics industry. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

**Company Size Of Attendees**
- 1000+ Employees: 81%
- 300-999 Employees: 56%
- 50-299 Employees: 25%
- Less than 49 Employees: 8%

*Attendees are companies with at least 300 employees*

**Job Title Of Attendees**
- 3% President /Principal
- 12% SVP/VP
- 22% C-Level
- 42% Snr. Director /Director
- 13% Global Head / Head
- 8% Snr. Manager /Manager
- 8% Academic (1%)

*Attendees are at Director level or above*

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**Past Delegates Include**
- VP, Planning & Distribution - Sephora
- Senior Director, Finance - Henkel
- SVP, Global Supply Chain - Lifetime Brands
- Director, Global SC & Strategy - Wrigley
- Senior Director - Borden
- Head of Finance - Red Bull
Effective planning is central to business success. In the modern business environment technological developments and the advances of globalization have created unparalleled opportunities for businesses to expand their markets. But new opportunity has opened the door to new challenges. As competition intensifies, businesses have never been under as much pressure to consistently provide the products their customers want, when and where they want them. Shifting customer expectations and the increasingly global nature of supply chains and partnerships place formidable demands on planning, as the number of relevant variables balloons and the predictability of data becomes increasingly uncertain. In this context, businesses are turning to a variety of business processes, techniques and technologies to identify and capitalize on the challenges of modern markets. This summit will focus on the solutions offered by innovative strategy, demand planning, S&OP and business forecasting. The Summit will comprise of learning objectives, illustrated intermittently with a number of illustrative case studies.

Cindy Richardson
Director, Production and Entertainment
Yahoo!

Cindy has worked for 7-Eleven Inc. for over 19 years and has a wide range of experience. Currently she is Senior Director of Demand Chain Optimization, (strategic special project team). Prior to that she has held leadership roles within store operations, most recently as a Zone Leader responsible for full operational control over a 500 store zone. In the past she has designed and delivered key strategic projects for 7-Eleven, such as Business Transformation, which significantly simplified store operations by providing IT support and process changes within the demand chain.

Do You Have a Tolerance for Excellence?

This session will expose a clear omission in the plans of many companies to achieve "Business Process Excellence"...the lack of "Tolerance" in measuring success. By using defined tolerances, businesses can bring about success through: clearly knowing what is good and what is bad, driving efficient use of analytical resources by focusing them on the out of tolerance exceptions, and providing the basis of "coupled" supply chain.

Mark Dagostino
Director, Supply Chain Integration
Chamberlain

Mark is responsible for the S&OP process at Chamberlain and the integration of performance metrics to assure cohesion of the company’s supply chain activities. Before his current role, Mark was responsible for developing B2B standards on an international basis, managed a global standards process and facilitated the development of the Global Data Synchronization Network. Prior to that, he worked for Black & Decker Corporation in the areas of Supply Chain Management as well as Customer Operations. He has also worked 8 years in the automotive industry and 3 years in the consumer electronics industry.

The Fresh Food Demand Chain

Cindy will discuss how 7-Eleven takes charge of the fresh food demand chain to better meet customer needs, and the importance of simplifying operations by providing IT support & process changes within the demand chain.
**Speaker Information**

**Karthik Vaidyanathan**
Director, Demand & Supply Planning
Diageo

Karthik Vaidyanathan is Director of Demand & Supply Planning for Diageo. He is a high performing supply chain leader with proven expertise in leading initiatives that deliver significant cost savings and enhance customer experience while reducing obsolescence risk. Specialising in leading sales and operations planning (S&OP) process & executing supply chain strategy, & developing supply chain planning best practices. Karthik has global experience in CPG, chemicals and process industries, across multiple sites and geographies including Latin America, Europe, & Asia-Pacific.

**Susan Parker**
Director, Purchasing & Logistics
The Kenmark Group

Susan Parker has extensive knowledge in social compliance, trade, import, and the entire supply chain. As the Director of Purchasing and Logistics for The Kenmark Group, a wholesale eyewear provider, Susan is responsible for maintaining supplier social compliance for her company, as well as for their retail clients and licensed brands. She is also responsible for trend forecasting, import compliance and product quality assurance. With over 30 years of experience in the optical industry, Susan is a seasoned veteran in all aspects of the supply chain.

**Leslie Shih**
Director, Finance
L’Oreal

Leslie’s career in the consumer packaged goods industry includes leadership roles in Latin America, Asia Pacific and the U.S. over the last two decades. His experience across all aspects of business operations in the emerging markets, with a particular focus on category profitability and share growth initiatives, has been vital to the long term strategy of P&G, Avon Products, Coty Inc., and most recently, L’Oreal.

**Ed Goetting**
Director, Sales & Operations Planning
Dart Container

Ed Goetting is the Director of Sales & Operations Planning at Dart Container Corporation (formerly as part of Solo Cup Company). Ed has been leading Solo/Dart’s S&OP process since 2011 and since the acquisition, has been focused on adapting the process to meet Dart’s management priorities and the challenges of integrating the two companies. Ed has 18 years’ experience in Supply Chain, Procurement, and Systems Implementation. He has worked with companies across different industries in both consulting and corporate roles, with a focus on cross-functional collaboration, process improvement, and data integration.
David Kim is the Operations Planning Sr. Manager at Siemens Ultrasound. He is responsible for planning all aspects of strategic and tactical elements of the operations. He plays a critical role in the overall success of the ultrasound fulfillment model, acting as a key interface between Sales & Marketing, Product Lifecycle Management, worldwide materials, and contract manufacturers. Previously David was an Army officer for a period of eight years. The culmination of his successful Army career came when he deployed to Mosul, Iraq in 2004 as a company commander of 160 men in uniform. He was awarded Bronze Star Medal for Operation Iraqi Freedom.

Collaborative S&OP Process

Siemens Ultrasound commenced an overhaul to its Sales & Operations Planning process in 2011. Significant improvements to both process and results have already been achieved, but the business team sees opportunities and has plans in place for further improvement. At the highest level, the business objective is a solid, repeatable process that consistently delivers an accurate quarterly unit forecast. At the operational level, the Supply Chain function hopes to improve its performance through better plans achieved through a transparent and collaborative S&OP process.

Gabriel DeWitt is the Senior Technical Director of Operations at SAY Media, Inc. His diverse Silicon Valley background began with Silicon Graphics in 1995 and continued to develop through a range of software engineering roles at startups and mid-sized companies. In 2008 Gabriel transitioned into the social brand advertising space and lead the development of core advertising technologies, ad units, and operational organization. In 2010 Gabriel broadened his focus to include digital advertising in general including data management, audience targeting, automation in ad serving, real time bidding, and network arbitrage.

The Operation of Change

Digital brand advertising is a complex business incorporating many teams from engineering and product to media, creative studio, sales, ad operations and finance. It is even more complex when the underlying platforms such as data management, reporting, targeting, publisher management, and ad creation are built on proprietary technology. Today’s discussion is about the operation of taking just such a complex proprietarily driven business through a transformation from a digital advertising focus to a media focus. Change management of this magnitude must address technology, product, and operational process, as well as the fundamentals of human motivation, company culture, and identity.

Melinda K. Painter currently serves as Director Supply Chain Social Responsibility and Diversity at BlackBerry. In this role she is establishing the course and platform for a World Class Social Responsibility and Diversity Program. Melinda represents BlackBerry as a Board of Director member of both CAMSC and We Connect Canada. Prior to joining BlackBerry, Melinda was Executive Director of Worldwide Procurement at Dell, Inc. managing all electronic, power, and thermal commodities. She led a global team in sourcing and negotiations for components to support Dell and their manufacturing partners facilities worldwide.

Incorporating Diversity and Social Responsibility into the Supply Chain

As Corporate Supply Chains have become more complex and have grown globally, it is critical that there is a focus on social responsibility. This component must be woven into their supply chain strategy. BlackBerry understands the importance of an ethical supply chain for both the greater good, as well driving a competitive advantage for our business. A strong social responsibility program will open up new markets and expand the customer base for our products. This presentation will provide an overview of the process BlackBerry followed to establish their program as well as some critical success factors.
Consumer Goods Executive Summit
Date: October 21 & 22, 2015
Location: Chicago, IL
Venue: 
Accommodation: Online Reservations
Telephone Reservations: +1 415 974 6400 (Quote Finance Summits)

Registration Pricing

**Silver Pass**
$1495
Access to all sessions & networking events
7 days access to presentations from the summit via [ieOnDemand](http://ieondemand)

$1295
Early Bird Price (before Aug 28)

**Gold Pass**
$1795
Access to all sessions, networking events & unlimited access to presentations from the summit via [ieOnDemand](http://ieondemand)

$1595
Early Bird Price (before Aug 28)

**Diamond Pass**
$1995
Access to IP Strategy Innovation Summit & networking events, annual subscription to all content on the Innovation, Strategy & Digital channels via [ieOnDemand](http://ieondemand)

$1795
Early Bird Price (before Aug 28)

**1 Day Pass**
$895
Full access to the sessions to your chosen day of the summit, 7 days access to presentations from the summit via [ieOnDemand](http://ieondemand)

Access to IE member site to view the event materials

**On-Demand**
$600
Unlimited access to presentations from the summit via [ieOnDemand](http://ieondemand)
Including presentations, interviews & the ability to contact speakers

Access to IE member site to view the event materials

**Group Discount Offers**

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<thead>
<tr>
<th>Pass Type</th>
<th>Discount Offer</th>
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<tbody>
<tr>
<td>Silver Passes</td>
<td>3 Silver Passes: $3000 ($1000 per attendee)</td>
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<tr>
<td></td>
<td>5 Silver Passes: $4500 ($900 per attendee)</td>
</tr>
<tr>
<td>Gold Passes</td>
<td>3 Gold Passes: $3900 ($1300 per attendee)</td>
</tr>
<tr>
<td></td>
<td>5 Gold Passes: $6000 ($1200 per attendee)</td>
</tr>
<tr>
<td>Diamond Passes</td>
<td>3 Diamond Passes: $4500 ($1500 per attendee)</td>
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<tr>
<td></td>
<td>5 Diamond Passes: $7000 ($1400 per attendee)</td>
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For larger groups or special requests contact Nathan by calling +1 415 670 9064 or email nedwards@theiegroup.com

* Team discounts are applicable at the point of registration only.

Ways to Register

📞 +1 (415) 670 9064
 полученный записан

📧 +1 323 446 7673
 полученный записан

💻 Register Online Here

 полученный записан
Registration Form
Consumer Goods Executive Summit
October 21 & 22, 2015 | Chicago, IL
For registration or more information on the program, please call Nathan on +1 415 670 9064, or fax this registration form to +1 (323) 446 7673

1. Delegate Information...
NAME OF EACH ATTENDEE

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<thead>
<tr>
<th>TITLE OF EACH ATTENDEE</th>
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<td>EMAIL OF EACH ATTENDEE</td>
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2. Pass Types...

Early Bird Pass Options until August 21, 2015
- Early Bird Silver: $1295 Attendees _____
- Early Bird Gold: $1595 Attendees _____
- Early Bird Diamond: $1995 Attendees _____

Regular Pass Options after August 21, 2015
- Silver Pass: $1495 Attendees _____
- Gold Pass: $1795 Attendees _____
- Diamond Pass: $1995 Attendees _____

Group Discount Pass Options
- 3 Silver Passes $3000 ($1000 per attendee)
- 5 Silver Passes $4500 ($900 per attendee)
- 3 Gold Passes $3900 ($1300 per attendee)
- 5 Gold Passes $6000 ($1200 per attendee)
- 3 Diamond Passes $4500 ($1500 per attendee)
- 5 Diamond Passes $7000 ($1400 per attendee)

Pass Descriptions:
Silver Pass: Access to all sessions & networking events
Gold Pass: Access to all sessions, networking events & annual subscription to IE. membership
Diamond Pass: Access to all sessions, networking events, annual subscription to IE. membership & Strategic Analysis Report

3. Payment Options...
- Check (Make checks payable to The Innovation Enterprise Ltd)
- Visa
- Mastercard
- American Express
- Diners Club
- Discover

CARD NUMBER  EXPIRATION DATE  SECURITY NO.
CARDHOLDERS NAME  CARDHOLDER’S SIGNATURE
BILLING ADDRESS  INDUSTRY

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before September 21, 2015 incur an administrative charge of 50%. If you cancel your registration after September 21, 2015 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
Sponsors

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For sponsorship information contact Giles at godwinbrown@theigroup.com
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<thead>
<tr>
<th></th>
<th>Expected Attendees</th>
<th>Date</th>
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<tbody>
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<td>January</td>
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<tr>
<td>April</td>
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<tr>
<td>High-Tech Supply &amp; Demand Summit San Francisco</td>
<td>100+</td>
<td>April 8 &amp; 9, 2015</td>
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<td>June</td>
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<tr>
<td>S&amp;OP Innovation Summit Singapore</td>
<td>150+</td>
<td>June 17 &amp; 18, 2015</td>
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<td>September</td>
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<tr>
<td>S&amp;OP Innovation Summit Boston</td>
<td>150+</td>
<td>September 24 &amp; 25, 2015</td>
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<td>October</td>
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<tr>
<td>S&amp;OP Innovation Summit Shanghai</td>
<td>150+</td>
<td>October 21 &amp; 22, 2015</td>
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<tr>
<td>Consumer Goods Executive Summit Chicago</td>
<td>150+</td>
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<td>November</td>
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<tr>
<td>Chief Supply Chain Officer &amp; Inventory Optimization Summit Chicago</td>
<td>150+</td>
<td>November 11 &amp; 12, 2015</td>
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