



## Merchandising, Sales and Marketing Conference: Optimizing Performance Through Progressive Partnerships

September 21-23, 2008  
St. Petersburg, FL

### 2008 GMA Merchandising, Sales and Marketing Conference Attendees

First Name	Last Name	Company	Title
Jim	Abraham	Aurora Organic Dairy	Vice President, Sales
Greg	Adamietz	Bazaarvoice	Sales
Mark	Albright	St. Petersburg Times	Staff Writer
Kari	Alldredge	McKinsey & Company, Inc.	Principal Vice President, Consulting & Innovation
Erik	Almadrones	Information Resources Inc.	Regional Director, Sales
Scott	Anderson	Retail Solutions, Inc.	Vice President, Marketing
Janice	Anderson	Flowers Foods	National Sales Director
Mary	Antil	Adesso Solutions	Division Vice President
David	Arbanas	Advantage Sales and Marketing	Industry Marketing Manager, Consumer Products, Nor
Anne	Argenbright	SAP Americas	Vice President, Business Development
Bruce	Ash	1010 data	Senior Vice President, Food Retail Group
Dan	Bagan	Supermarket News	The Great Atlantic & Pacific Tea Company, Inc.
Donna	Banks-Ficcio		Senior Director President and Chief Executive Officer
Joel	Barham	SellEthics Marketing Group, Inc.	Vice President of Accounting
Sherri	Barham	SellEthics Marketing Group, Inc.	Client Executive
Amanda	Barnel	Blackwell Consulting Services	Chief Executive Officer
Ken	Barnett	MARS Advertising Inc.	Diamond Management & Technology Consultants, Inc.
Mark	Baum		Partner Co-Chairman and Co-Chief Executive Officer
Robert	Beaham	Faultless Starch/Bon Ami Company	Director, CP Consulting Practice
Roy	Beckelhymer	Teradata Vendor Managed Technologies, Inc.	Consultant Vice President, Industry Relations & Sales Communi
Jennifer	Beckett		Senior Human Resources Manager
Dennis	Belcastro	Kraft Foods Inc.	Senior Managing Principal
Brett	Billups	Kraft Foods Inc.	Vice President, Customer Development
Craig	Binkley	Zyman Group, LLC	Price Chopper Supermarkets, Golub Corporation
Joseph	Bivona	Time Inc. Retail	Store Manager
Susan	Blackington-Harris		Vice President
David	Blinn	Walmart Online Media	President - Global Retail
Thom	Blischok	Information Resources Inc.	Manager
Emily	Bobko	Precima	Senior Director of Labor Relations
Cindy	Bondar	The Kroger Company	Vice President, Marketing
Addie	Bourne	CAS Americas	

Tom	Boyle	The Coca-Cola Company	Vice President Global Shopper
Chris	Bragas	Eastwest Marketing Group	Merchandising & Mark Chief Executive Officer
Peter	Brandt	SAP Americas	VP, Consumer Products/Life Sciences, PTG Industry
Bob	Branham	General Mills, Inc.	Senior Customer Manager Industry Initiatives
Erik	Branstad	McKinsey & Company, Inc.	Associate Principal
Tom	Braun	Braun Resources, LLC	President
Dale	Brockwell	Kraft North America	Customer Vice President, Global Supply Chain
Kevin	Brooks	TrueDemand Software	Vice President, Marketing
Jerry	Brown	Unilever	Vice President, Customer & Industry Development
Graham	Brown	CPM Asia Pacific	Group Insights Director
Janice	Brown	Price Chopper Supermarkets, Golub Corporation	Zone Director
Jim	Brown	The J. M. Smucker Company	Director, National Sales Director, National Customer Development
Kirk	Brown	Bimbo Bakeries USA	National Accounts Director
Jim	Browning	Market6, Inc.	Senior Vice President Sales and Merchandising
Tammy	Brusseau	Albertsons	Vice President, Business Development and Industry
Trish	Brynjolfsson	Catalina Marketing Corporation	Vice President, National Accounts Group Vice President, National Accts
Jen	Burke	Catalina Marketing Corporation	Sales Director
Steve	Campbell	Catalina Marketing Corporation	Marketing Events Manager
Tony	Capasso	Bazaarvoice	Senior Client Solutions Provider
Bob	Capuzelo	Demand Tec, Inc.	Executive Vice President President and Chief Executive Officer
Michelle	Carter	Applied Predictive Technologies	Executive Vice President
Gerry	Castignetti	Johnson O'Hare Company, Inc.	President and Chief Executive Officer
Suzanne	Clarridge	My Brands	Executive Vice President, Sales
Tim	Cole	Del Monte Foods Company	Vice President, Grocery Customers
Scott	Cole	The Hershey Company	Partner
James	Coleman	Accenture	Vice President, NE Retail Accouts
Rich	Coleman	Catalina Marketing Corporation	Principal
Cal	Collier	Zyman Group, LLC	Director, Business Solutions
William	Collins	DecisionPath Consulting	World-Wide Managing Director
Theodore	Combs	Microsoft Corporation	U.S. Sales Director
Drew	Costa	Lexmark International, Inc.	President of Strategic Alliances
Joe	Crafton	CROSSMARK	Director of Operations
Dan	Croce	Acme Markets	Client Partner
Sanjay	Dalwani	Infosys Technologies Limited	
Deborah	Daly	The Great Atlantic & Pacific Tea Company, Inc.	Senior Director Sales
Lori	Danielson	Clabber Girl Corporation	Executive Director of Marketing
Larry	Danna	Infosys	AVP, Global CPG & Retail Practice
Jimmy	Davolio	Celebration Foods	Vice President, Sales Operations
Terry	DeLaney	Bush Brothers & Company	Division Manager
Phil	DeLurgio	M-Factor, Inc.	Chief Technology Officer
Mark	Dennis	NCH Marketing Services	General Manager
Joe	Derochowski	The NPD Group	Executive Director

Carol	DiNicolantonio	The Great Atlantic & Pacific Tea Company, Inc.	Senior Director of Pharmacy
Ralph	DiVito	Pepperidge Farm	Vice President, Sales Operations
David	Donnan	Bridge Strategy Group	Director
Stephen	Dowdell	Progressive Grocer	Editor in Chief
Ann	Dozier	The Coca-Cola Company	Vice President, Strategic Industry Initiatives
John	Dranow	SmartRevenue Inc.	President
Tom	Duffy	The Nielsen Company	Vice President, Industry Services
Bert	Dumars	Newell Rubermaid	Vice President, E-Business & Interactive Marketing
Eric	Dzwonczyk	AlixPartners	Director
Richard	Essigs	IBM	Director, Consumer Products Industry Solutions Por
Mark	Fabian	Retail Solutions, Inc.	Regional Director, Sales
Timothy	Fallon	Kettle Foods, Inc.	President, North America and General Manager
Amy	Fanale	GS1 US	Senior Director, Customer and Industry Marketing
Charles	Fanning	Synergy Systems, Inc.	Director of Merchandising Organizations
Carol	Fensholt	GMA Forum	Editor & President
Mark	Fera	Accenture	Senior Manager
Maurie	Fettig	Red Gold, Inc.	Executive Vice President
Karen	Fichuk	The Nielsen Company	Vice President, Retail Services
John	Fikany	Microsoft Corporation	Vice President, US Commercial Sector
Ben	Fischer	CROSSMARK	President, Sales Agency
Rita	Fisher	Kraft Foods Inc.	Director, IS Technology Management
James	Flannery	The Procter & Gamble Company	Director, Customer Development
William	Flood	McCain Foods USA, Inc.	Vice President, Retail Sales
Bette	Foley	Food 4 Less	District Manger
Rod	Fontenot	Schwan's Consumer Brands North America	Vice President of Grocery Sales
Philip	Friedman	QAD Inc.	Vice President, Industries and Alliances
Brenda	Galgano	The Great Atlantic & Pacific Tea Company, Inc.	Senior Vice President and Chief Financial Officer
Julie	Gallagher	Supermarket News	Center Store Editor
Salena	Gallo	Accenture	Marketing Manager, Consumer Goods
Laurie	Gardella	My Mom's Foods	Owner
Tom	Garry	RW3 Incorporated	Director, Account Services
Jonathan	Golovin	Retail Solutions, Inc.	Chairman and Chief Executive Officer
Mark	Goodfriend	The Nielsen Company	Director TDLinx Business Development
Michael	Gorshe	Accenture	Partner
Lauryce	Graves	ALSAC/ST Jude Children's Research Hospital	Senior Liaison Marketing and Development
Tiffin	Groff	The Clorox Company	Sales Manager - Cleaning
Jamie	Gronowski	Acosta Sales & Marketing Company	President of Operations
John	Hackett	The Coca-Cola Company	Vice President, Global Commercial Leadership

Simon	Haddad	Thr3e Marketing (A wholly owned subsidiary of Eastwest Marketing Group)	Vice President, Group Creative Director
David	Haft	Frito-Lay, Inc.	Group Vice President, Sustainability & Productivity
Julie	Hamilton	Coca-Cola North America	Vice President, Wal-Mart/Sam's TBT
Philip	Hamon	Avangard Innovative	Recycling Environmental Manager
Nick	Handrinos	Deloitte Consulting LLP	Consumer Products Practice Leader
Willem	Haring	Microsoft Corporation	Worldwide Industry Technology Strategist
Mark	Harran	Market6, Inc.	Chairman
David	Hartley	Bimbo Bakeries USA	Shoppers Insights Manager
Rojon	Hasker	Safeway Inc.	President/General Manager, Lifestyle & Concept Dev
Braxton	Hauley	SmartRevenue Inc.	
Jeffrey	Hausman	Cox Target Media	Group Vice President, National Sales
Don	Hicks	GS1 US	Senior Director, Program Management
Larry	Hitchcock	Deloitte Consulting LLP	Principal
Judy	Hobbs	Wal-Mart Stores, Inc.	Marketing Manager
Don	Holman	DemandTech, Inc.	Vice President, Consumer Products
Rob	Holston	Deloitte Consulting LLP	Practice Leader, Shopper Marketing
Ian	Hood	Blackwell Consulting Services	Client Executive
Gary	Houser	Alberto-Culver Company	Vice President/GM Culver Specialty Brands
Anne	Howe	MARS Advertising Inc.	Senior Vice President, Market Intelligence
Donald	Hurtle	The J. M. Smucker Company	Vice President, Sales, Grocery Market
Don	Irion	Catalina Marketing Corporation	Senior Vice President, Partner Solutions
Marc	Jacobs	Domino Foods, Inc.	Vice President, Sales & Marketing
Ralph	Jacobson	IBM	World Wide Consumer Products Marketing Manager
Rhonda	Johnson	McNeil Nutritionals	Vice President, Sales
Jim	Jones	Del Monte Foods Company	Vice President, National Customers
Dave	Jones	Kellogg Company	VP, Business Development and Sales Operations
Suzanne	Jordan	The Hershey Company	Director, Grocery Customers East
Stephanie	Kalera	Project WET Foundation	Director of Corporate Business Development
PK	Kapadia	Lime Energy Company	President, Engineering Services
Rich	Kauffeld	Booz & Company	Vice-President
Shamus	Kelley	Momentum, Merchandising & Marketing (M3)	Director of Operations
E. J.	Kenney	SAP Americas	Vice President, Consumer, Distribution and Life Sc
Linda	Kerdolff	Siemens Automation and Drives UGS PLM Software	Marketing Manager
William	Kies	Kies Consulting, LLC	Principal
Marcus	Kimbrough	Kimberly-Clark Corporation Acosta Sales & Marketing Company	Director of Customer Development
Brian	King		Chief Strategy Officer
Sonny	King	Advantage Sales and Marketing	Chief Executive Officer

Nathan	Krudop	Kraft Foods Inc.	Senior Human Resources Manager
Edward	Kuehnle	Catalina Marketing Corporation	President, Catalina Marketing Services
Anke	Kullenberg	The Great Atlantic & Pacific Tea Company, Inc.	Vice President, General Merchandise
Rick	LaBerge	Johnson & Johnson Sales & Logistics	Vice President of Field Sales
Grant	LaMontagne	The Clorox Company	Vice President - Sales
Bill	Lecznar	Synergy Systems, Inc.	President and Chief Executive Officer
Brenda	Levielle	Price Chopper Supermarkets, Golub Corporation	Store Manager
Kris	Licht	McKinsey & Company, Inc.	Associate Principal
Wendy	Liebmann	WSL Strategic Retail	Chief Executive Officer and Chief Shopper
Jean	Luo	In-Store Marketing Institute	Managing Editor
Jennifer	MacLeod	The Great Atlantic & Pacific Tea Company, Inc.	Senior Vice President, Marketing & Communications
Frank	Maggio	Publix Super Markets, Inc.	Senior Manager of Business
Kevin	Maher	The Clorox Company	Director of Sales, Retail Consumer Marketing
Barry	Maloney	ASMC Foundation	Chief Financial Officer
Jill	Manchester	Kraft Foods Inc.	VP, Marketing-Immediate Consumption Channel
Louis	Martire	Energizer Holdings, Inc.	Vice President, Trade Development
Al	McClain	RetailWire	Chief Executive Officer and Founder
John	McDonald	Bush Brothers & Company	Vice President and Director, Retail Sales
Brian	McIntosh	Hitachi Consulting	Senior Manager
Alex	McIntosh	Nestle Waters North America	Director, Corporate Citizenship
Lesley	McKeever	Food and Consumer Products of Canada	Senior Vice President, Industry Affairs
Greg	McKelvey	Dean Foods	Senior VP, Strategy & Marketing Services
Milton	Merl	Accenture	Partner
Martin	Miller	Melitta USA, Inc.	President and Chief Executive Officer
Debra	Miller Fleischer	IBM	AG Consumer Products Marketing Manager
Scott	Millhouse	Del Monte Foods Company	Director, Retail Operations
Rich	Miskewicz	PRTM	Vice President
Edward	Mitchell	Melitta USA, Inc.	Vice President, Sales
C. Manly	Molpus	Grocery Manufacturers Association	Interim President and CEO
Kyle	Montgomery	Clarkston Consulting	Associate Partner
Cassandra	Moren	DemandTec, Inc.	Senior Director, Corporate Marketing
Todd	Morris	Catalina Marketing Corporation	Senior Vice President, Business Development
Jeri	Morrison	ALSAC/ST Jude Children's Research Hospital	Business Development Manager
Shawne	Murphy Johnson	SUPERVALU INC.	Vice President, Brand Management and Advertising
Gregory	Murtagh	Walmart Online Media	Chief Executive Officer
Bruce	Nagle	RW3 Incorporated	Chief Executive Officer and Founder
Armen	Najarian	DemandTec, Inc.	Senior Director, Product Marketing
Thomas	Nestor	Alberto-Culver Company	Vice President, Sales
Steve	Newman	The Resource Group iSKY	Senior Vice President

kari	Nikolish	TrueDemand Software	Director of Business Development
Austin	Noll	Austin Noll & Associates LLC	President
Keith	Nunes	Food Business News	Executive Editor President and Chief Executive Officer
Daniel	O'Connor	Retail Network Group	Officer
Bobbie	O'Hare	Johnson O'Hare Company, Inc.	Vice President President and Chief Executive Officer
Harry T.	O'Hare Jr.	Johnson O'Hare Company, Inc.	Officer
Chris	Olivier	Advantage Sales and Marketing	Chief Strategy Officer
Mark	Osborn	SAP Americas	Director, Industry Solutions Marketing, Consumer P Vice President Global Responsibility
Ben	Packard	Starbucks Corporation	
Terry	Pangallo	Advantage Sales and Marketing	Vice President, Client Services
Tom	Pangman	S.C. Johnson & Son, Inc.	Director of Sales
Carol	Panozzo	Morton Salt	Vice President, Consumer Products, Brand Expansion
Jack	Parker	Acosta Sales & Marketing Company	Executive Vice Prisdent, Strategic Initiatives
Kinjal	Patel	Walmart Online Media	Sales Manager
Rich	Paumen	Sun-Maid Growers of California	Vice President of Sales
Brett	Perrine	ICON International Inc.	Director
Eric	Peters	TrueDemand Software	Chief Executive Officer
Dennis	Phellps	7-Eleven, Inc.	Vice President, Freash Foods
Rebecca	Philbert	The Great Atlantic & Pacific Tea Company, Inc.	Senior VP, Merchandising and Supply & Logistics
Melissa	Plaisance	Safeway Inc.	Senior Vice President, Finance and Investor Relati
Tony	Prencipe	Reckitt Benckiser Inc. Center for Environmental Leadership in Business, Conservation International	Vice President of Sales
Glenn	Prickett		Senior Vice President and Executive Director Service Research Business Sevelopment
Larry	Proctor	IBM	
Henry	Rak	Henry Rak Consulting Partners	Chief Executive Officer
Thomas	Randle	ECRM	Vice President, Strategic Partnerships & Industry
Donna	Rando	Synergy Systems, Inc.	Sale Consultant
Jerry	Reardon	Otis Spunkmeyer, Inc	Executive Vice President
Scott	Reid	Reckitt Benckiser Inc.	Director, Trade & Customer Marketing
Scott	Rines	Catalina Marketing Corporation	Senior Vice President, Business Development
Steve	Rosenstock	Clarkston Consulting	Consumer Products Executive
Chris	Rowley	Georgia-Pacific LLC	Vice President Consumer Sales
Jim	Rund	Catalina Marketing Corporation	Senior Vice President, Business Development, Natio
Pamela	Russell	Celebration Foods	Marketing Director
Jerry	Rymont	Supermarket News	Publisher
Larry	Salerno	TrueDemand Software	Vice President, Sales
Alex	Sarkisian	Schawk, Inc.	Executive Vice President and Chief Operating Offic
Frank	Saroka	Bush Brothers & Company	Division Manager, Souther Division
Michael	Sasso	The Tampa Tribune	Reporter
Johan	Sauer	Booz & Company	Principal
Nicolle	Scavuzzo	Precima	Director, Client Services

Robert	Schoen	Georgia-Pacific LLC	Vice President, Trade and Industry Development
Caren	Schoen	Georgia-Pacific LLC	Spouse
Mark	Schreiber	Pepperidge Farm	Senior Vice President, Sales & Distribution
Kevin	Schulman	The Resource Group iSKY	Senior Vice President
Keith	Scovell	Hitachi Consulting	National Director CPG Business Development
Suzanne	Sengelmann	The Clorox Company	Vice President, Marketing, Specialty Division
Linda	Severin	The Kroger Company	Vice President of Corporate Brands
Tony	Shelton	Nestle Purina PetCare Company	Vice President, Wal-Mart Team
Wanda	Shive	Waterstone Analytics	Principal
Allen	Shiver	Flowers Foods	Executive Vice President & Chief Marketing Officer
Bernardo	Silva	Bridge Strategy Group LLC	Managing Consultant
Andrew	Simon	IDI, Innovations & Development, Inc.	Executive vice President
Peter	Singer	Thomas, Large and Singer Inc.	President and Chief Executive Officer
Steve	Sklar	The Inventure Group	Senior Vice President Marketing
Steve	Smart	Big Lots, Inc.	Vice President, Merchandising
J. Walker	Smith	Yankelovich, Inc.	President
Richard	Smith	Campbell Sales Company	Vice President, Business Development
Herb	Smith	E. & J. Gallo Winery	General Manager Trade Development
Michael	Smith	The Dial Corporation, a Henkel Company	Vice President-Grocery Sales
Donald	Sokolnicki	DemandTec	Corporate Advisor
Janet	Sparkman	SUPERVALU INC.	Vice President, Customer Strategy and Management
David	Stark	Monsanto Company	Vice President Consumer Traits
Regenia	Stein	Kraft Foods	VP, Trade Strategy, Integrated PIng & Execution
Jon	Stephens	Avangard Innovative	Recycling Environmental Manager
Warren	Strauss	Monsanto Company	Vice President, Food Policy
Daniel	Strong	M-Factor, Inc.	Director, Strategic Accounts
Randy	Sullins	McCormick & Company, Inc.	Vice President Retail and Trade Relations
Thomas	Sullivan	The Nielsen Company	VP, Customer Development, nielsen In-Store
Melissa	Sungela	The Great Atlantic & Pacific Tea Company, Inc.	Vice President and Corporate Controller
William	Surman	Faultless Starch/Bon Ami Company	National Field Sales Manager
Vicky	Surman	Faultless Starch/Bon Ami Company	
Phillip	Sweeney	DemandTec, Inc.	Sales Director
Mark	Tack	Information Resources Inc.	Vice President
Joe	Tamble	Sun-Maid Growers of California	Vice President, Sales - Grocery
Robert	Taylor	Burdette Beckmann	President
George	Taylor	Microsoft Corporation	Director of Consumer Goods
Jenifer	Thoma	The Great Atlantic & Pacific Tea Company, Inc.	Vice President, Human resources
Mike	Thomas	SmartBrief, Inc.	Sales Manager
Mark	Thorngren	Unilever	Director of Industry and Customer Development.
Kevin	Tigges	Microsoft Corporation	IMDM

Marilyn	Tillinghast	C & S Wholesale Grocers	Senior Vice President Sales/Customer Service
Francesco	Tinto	Kraft Foods Inc.	Vice President, Information Systems
Mike	Tracy	Market6, Inc.	Vice President, Professional Services
Stephanie	Tuener	The Kroger Company	Key Retailing Rollout Manager, Atlanta Division
William	Uhlich	The Dial Corporation	Vice President, Henkel Global Customer Management
Jeff	Ukrop	Ukrop's Super Markets, Inc.	Zone Manager, Retail Operations
Paul	Upchurch	Diamond Management & Technology Consultants, Inc.	Partner
Paul	Valder	QMI-SAI Global Assurance Services	Executive Director, Agri-Food Group
Jeff	Van Pelt	SAP Americas	Industry Principal, Consumer Products
Tracy	VanBibber	The Dial Corporation, a Henkel Company	Senior Vice President-Sales
Debbie	Veselka, R.Ph.	The Kroger Company	Clinical Care Coordinator
Quenta	Vettel	Wal-Mart Stores, Inc.	Senior Manager, Public Relations & Government Rela
Laurie	Wachter	Catalina Marketing Corporation	Senior Vice President, Analytical Services
Valerie	Walker	Information Resources Inc.	Vice President, Shopper Insights
Herbert	Walter	PricewaterhouseCoopers LLP	PartnerFinancial Advisory Services, Partner
Winston	Weber	Winston Weber & Associates, Inc.	Founder, Chairman and Chief Executive Officer
Michele	Weissman	Information Resources Inc.	Senior Vice President
Lawrence	Whittle	M-Factor, Inc.	Chief Executive Officer
Chris	Wiesen	SAP Americas	Industry Principal
Fritz	Willis	The Clorox Company	Vice President, Customer Capability Development
Rob	Wilson	SAP Business Objects	Director of Retail/CPG Insudtry Solutions
Robert	Wilson	Market6, Inc.	Executive Vice President, Sales
Bob	Wilson	Market6, Inc.	Executive Vice President, Sales
George	Wishart	Nielsen Company	Glogal Managing Director, Nielsen In-Store
Kevin	Worobec	Retail Solutions, Inc.	Sales, Regional Director
Kathleen	Wright	The Kroger Company	Director of Fresh Food Rescue
Peter	Wyman	Ocean Spray Cranberries	Vice President, Sales
Laura	Yarashus	NCH Marketing Services	Vice President Product Management
Dave	Yenawine	Nestle Purina PetCare Company	Managing Director, Team Wal-Mart
Patrick	Yost	PricewaterhouseCoopers LLP	Director, Advisory Practice
Denis	Zegar	Food For All	President & Chief Executive Officer