STRATCONN™
QUALIFY. MEET. ENGAGE.

Strategic Resources

November 18-19, 2009 • Westin O'Hare

HOSTS

G2
www.g2.com

Saatchi & SaatchiX
www.saatchix.com

Catapult
www.catapultmarketing.com

Marketing Lab
www.mymarketinglab.com

Rivet
www.rivetglobal.com

Miller Zell
www.millerzell.com

TPN
www.tpninc.com

Alliance
www.alliancerocktenn.com

RTC
www.rtcind.com

Madden Communications
www.madden.com

Smart Revenue
www.smartrevenue.com

Mars Advertising
www.marsusa.com

WSL Strategic Retail
www.wslstrategicretail.com

Watt International
www.wattintl.com

TLP
www.tracylocke.com

Bluedog Design
www.bluedogdesign.com

IDL Worldwide
www.idlww.com

The Capré Group
www.capregroup.com

Big Red Rooster
www.bigredrooster.com

GUESTS

Sara Lee
VP, Customer & Shopper Activation
Director Shopper Marketing
Director Creative Development

Coca-Cola Company
VP, Global Shopper & Customer Marketing
Group Director, Global Customer Marketing
Group Director, Retail Knowledge and Insights

Unilever
Director Shopper Marketing
Director Integrated marketing

Burt's Bees
Director – Global Retail Marketing

Nestlé USA
Director Shopper Marketing (Nestlé)
Director of Shopper Marketing (Dreyers)
Director of Retail Marketing (Waters)
Senior Retail Marketing Manager (Waters)

DAS-RoadPro Brands
Director of Marketing

Bayer Healthcare
Director, Category Excellence
Director, Marketing Research & Consumer Relations

Georgia Pacific
Senior Director Shopper Marketing
Vice Predisent Sales Strategy

Nintendo
Vice President, Sales
Senior Manager Channel Marketing

Campbell Soup
Director Shopper & Event Marketing
VP Shopper Insights & Marketing Solutions

Target
Senior Manager, Guest Experience
Senior Manager, Guest Experience
Group Manager Associate Creative Director

Kraft Foods
Senior Director Integrated Planning

Chiquita
Senior Manager of Customer Development
Director of Business Operations
Marketing Manager

Perfetti Van Melle
Trade Marketing Manager
Trade Visibility Coordinator
National Sales Manager – Food & Drug

Church & Dwight
Director of Marketing Services

Method
Director Of Customer Marketing
Director of Contract Mfg

HP
Manager Graphic Arts Enterprise Solutions
Market Development Consultant

Newell Rubbermaid
Senior Manager – Consumer Insight
Senior Manager – Supplier Quality
Finance Leader

Grabber
National Sales Manager
Marketing Coordinator

Bacardi
Vice President Trade Marketing

Energizer Personal Care
Senior Manager CSI
Senior Manager CSI

Medela
Director Marketing Communications & Services
Marketing Communications Manager, Consumer

Officemax
VP, Visual Merchandising
Advertising Director Creative Production

Mars Snackfood US
Senior Sales Manager In-Store Obsession Team

Mars Petcare
Customer Marketing Manager
Customer Marketing Manager

Schwans Consumer Brands
Senior Director In-Store Dynamics

Nestlé Nutrition
Director of Integrated Marketing

McCormick & Co
Director Category Management