

# What's Next for Store Brands?



## 2018 CONFERENCE PROGRAM

### Thursday, March 22

12:00pm – 6:00pm                      Registration  
6:30pm – 8:30pm                      Welcoming Reception

### Friday, March 23

7:30am – 9:00am                      **PLMA Annual Meeting & Breakfast**  
9:00am – 9:45am                      **Presentation I**  
*Store Brands: Boom or Bust*  
Don Stuart  
Managing Partner  
Cadent Consulting Group

9:45am – 10:30am                      **Presentation II**  
*Keeping Pace with Consumers*  
John Gerzema  
CEO  
Harris Insights and Analytics

10:30am – 11:15am                      **Presentation III**  
*How Can Store Brands Take Advantage of Online Shopping?*  
Bill Bishop  
Chief Architect  
Brick Meets Click

11:15am – 12:00pm                      **Presentation IV**  
*Meet Siri and Alexa*  
Christopher Dancy  
Mindful Cyborg

### Saturday, March 24

7:30am – 9:00am                      **Hall of Fame Breakfast**  
9:00am – 11:30am                      **Leadership Workshop: Crisis Management**  
Ernest DelBuono  
Strategic Crisis Consultant

7:00pm – 10:00pm                      **Reception and Dinner**

### Sunday, March 25

7:30am – 10:00am                      **Board of Directors Meeting**

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## SPEAKER PROFILES



### **Don Stuart**

Managing Partner  
Cadent Consulting Group

Don Stuart is Managing Partner at Cadent Consulting Group. He has extensive experience in category management, trade/shopper marketing consulting and trade promotion productivity across multiple retail channels. Prior to joining Cadent, he served as Chief Operating Officer of Kantar Retail and was part of the three-person senior management team that oversaw all aspects of company operations. He was also a Founding Partner and of Cannondale Associates and served as Managing Director and President. Before Cannondale, he had a strong finance and marketing background from his management positions at Glendinning Associates and Pillsbury. He received his BA in Economics from St. Lawrence University and his MBA from the Amos Tuck School of Business at Dartmouth College.



### **John Gerzema**

CEO  
Harris Insights and Analytics

John Gerzema is CEO of Harris Insights & Analytics/The Harris Poll, a leading public opinion, market research, corporate, brand and reputation strategy firm. He is an author, strategist, speaker, consultant and pioneer in the use of data to identify social change and help organizations adapt to new demands. His books are on bestseller and critics 'best of' lists of *The New York Times*, *Wall Street Journal*, *Washington Post*, *Bloomberg* and *Fast Co* and his writing and interviews have appeared in the *New York Times*, *Financial Times*, *The Economist*, *NPR*, *Forbes*, *Quartz*, *McKinsey*, *Harvard Business Review* and *Wired*, among others. In 2015, he was named to The Medill Hall of Achievement at Northwestern's Medill School of Journalism. His latest book, "The Athena Doctrine," with Pulitzer-Prize winner Michael D'Antonio explores the rise of feminine values in leadership, policy and innovation. Previously, he served as Global Chief Insights Officer at Young & Rubicam and CEO of WPP's BAV Consulting.

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## **Bill Bishop**

Chief Architect  
Brick Meets Click

As Chief Architect of Brick Meets Click, Bill Bishop analyzes the forces driving change in food and grocery retailing, from online grocery to new formats and hard discounters. His focus is on providing practical guidance that helps organizations to successfully navigate the changing retail ecosystem and leverage disruptive business innovations. Early in his career he founded Willard Bishop Consulting, where he led major studies on a wide variety of topics including new store formats, pricing strategies, activity-based costing, and loyalty marketing. In 2011 he co-founded Brick Meets Click. Bill earned a PhD in Agricultural Economics and Marketing from Cornell University. He has taught Marketing Channels at Northwestern University's Kellogg School of Management, and also served on the Boards for Raley's Fine Foods and The Food Institute.



## **Christopher Dancy**

Mindful Cyborg

Health and wellness pioneer, healthcare technology leader and entrepreneur, Christopher Dancy is frequently referred to as "the world's most connected human." Since the 1990s, when he was responsible for platform and technical development for the internet startup of WebMD, he has helped launch a number of successful startup companies in the technology and healthcare industries while serving in digital product development, senior management and leadership roles. He has been featured on the cover of Businessweek and as "patient zero in the digital health revolution" for the Showtime documentary series Dark Net, and has been interviewed by the Wall Street Journal, NPR, the BBC, Fox News and Wired. As a personal health visionary and innovator, utilizing up to 700 sensors, self-diagnostic devices, applications and services to track, analyze and optimize personal health management - from caloric intake to spiritual well-being, he is able to demonstrate the connections of otherwise invisible data and forecast a transformation that will soon take place in consumer health and nutrition, healthcare business and beyond. His credits will include "author" with the forthcoming release of a manifesto and autobiography via St. Martin's Press entitled "I Am You Tomorrow."

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**Ernest DelBuono**

Strategic Crisis Consultant  
DelBuono & Company

Ernest DelBuono has more than 25 years' experience in crisis planning, response, media relations and crisis management coaching across a wide range of industries - from transportation, petrochemical, defense, and homeland security to food and beverage, consumer products, healthcare, finance and hospitality. As a consultant, he has managed food and consumer product recalls, airline disasters, business reputation issues and many other crises. A former Coast Guard commander, he was press assistant to the Commandant of the Coast Guard and public affairs officer to the federal on-scene coordinator during the Exxon Valdez oil spill cleanup. He designed and implemented communications programs related to the Oil Pollution Act of 1990 and helped create the Coast Guard's National Pollution Funds Center. International experience included implementing global crisis management programs for multinational corporations in the biotech, paper products, hospitality, and manufacturing industries. He is a member of ASIS International, serving on the Crisis Management & Business Continuity Council. He holds a B.A. in Political Science from Villanova University and a M.S. in Public Relations from Boston University.