



#ECRCatManNetwork 2022

The impact & implications of
Omnichannel & eCommerce

A category management
perspective

15 June 2022 – 15.30 CET



HELLO!
WE WILL BEGIN
@ 15.32 CET
PLEASE ASK QUESTIONS
ENJOY!



#ECRCatManNetwork 2022

A forum to develop
Category Management
knowledge & expertise
throughout the world



#ECRCATMANNETWORK 2022

A Global Category Management Network

1. Share CM knowledge & experience.
2. Track CM hot topics & technologies
3. Focus on interaction & collaboration
4. Provide a forum for showcases, discussion, debate & learning.



DATES

Steering Group

1. February 15
2. March 10
3. May 10
4. August
5. November

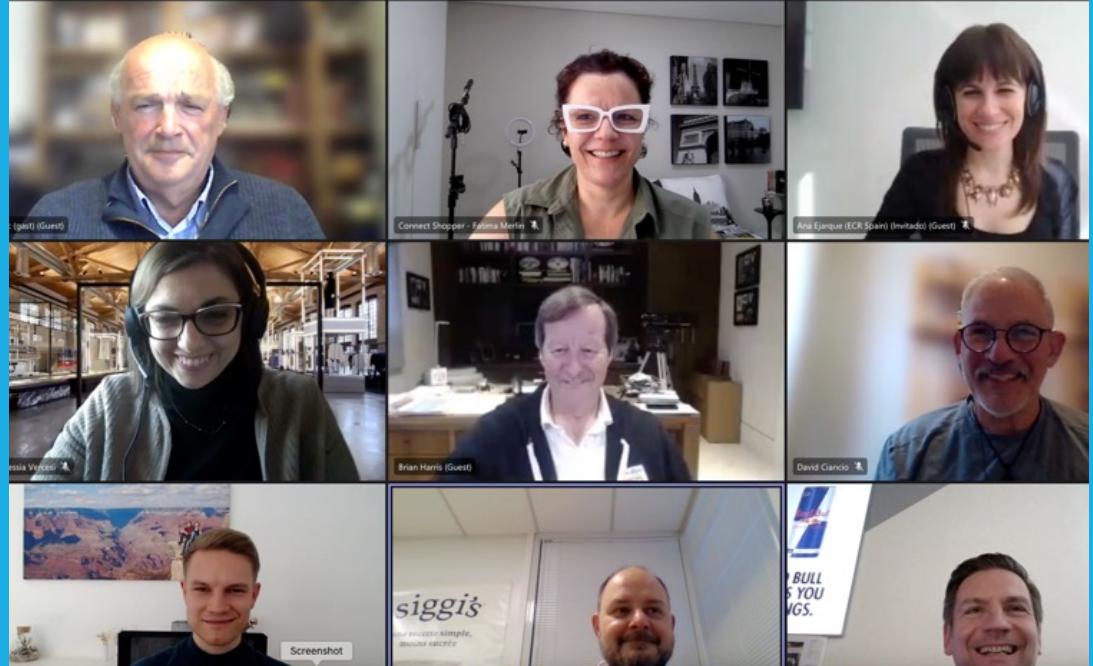
Webinars

1. April 06
2. June 15
3. Sep 20
4. Dec 05



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#ECRCATMANNETWORK STEERING GROUP



Retailers

Eva-Maria Krueger, Aldi Nord

Suppliers

Frank Bonnamour, Lactalis Groupe

Audrey Daffy, Mars

Natassa Tsotra, Nestlé

Alessia Vercesi, Red Bull

Service Providers

Julian Plötz, Hoffrogge

Steffen Schöne, Yagora

Felipe Alonso Muniz, GfK

Cat Man Experts

Dr Brian Harris (US)

Luc Demeulenaere (Bel)

Fatima Merlin (Bra)

David Ciancio (US)

Sarah Miskell (UK)

ECR Community

Declan Carolan, ECR Community

Birgit Schröder, ECR Community

ECR Nationals

KonBright, ECR China

Maximilian Musselius, ECR Asia

Miguel A Rendon, ECR Guatemala

Francoise Acca, ECR France

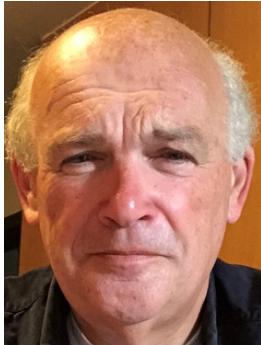
Antonella Altavilla, ECR Italy

Ana Ejarque, ECR Spain

Marilyne Brönnimann, ECR Switzerland

Sofia Allerby, ECR Germany

DR. BRIAN HARRIS & LUC DEMEULENAERE



HOT TOPICS

1. The Impact of Covid and implications for category management
2. Collaboration and managing Inflation
3. Opti-channel, omni-channel and online category management
4. New technologies
5. Organizational requirements



Focus on the impact and implications of inflation.

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WEBINAR #1 – APRIL 06

Focus on the impact and
implications of inflation.

Highlight how category
management and better
collaboration can help address
the current inflation situation

dunnhumby

GROUPE
LACTALIS

cencosud



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Focus on the implications of
Omnichannel & eCommerce

***"E-grocery - Evaluation of the
fastest growing channel in
grocery"***

Dr. Marc Knuff

Global Director Retail | Consumer
Panels & Services



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Focus on the implications of Omnichannel & eCommerce

“How does Amazon raise the Customer Experience bar on a daily basis ? How do Brands partner in a smart way to accelerate their own flywheel?”

Stijn Demeersseman

Category Leader

Personal Care Appliances





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Focus on the implications of Omnichannel & eCommerce



"Accelerating Omni Category Leadership Capabilities"

Audrey Daffy,

Global Category Manager, Pet Nutrition, Mars

Tara Colalillo,

US Sr Insights & Solutions Mgr, Ecommerce

MARS
Petcare



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Focus on the implications of Omnichannel & eCommerce



"A Journey Towards Category Building - From Offline to Online"

Alessia Vercesi,

Head of Trade Marketing & Category Dev.

Francesco Castellani,

Category Dev Mgr Retail & eCommerce

Red Bull Italy



Red Bull



WEBINAR #3 & #4

1. Sep 20
2. Dec 05

Themes

- New Tools and Technology Advances to support CM (Sept)
- New Organizational Capabilities and Designs for effective CM
- Category Vision



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