



#ECRCatmanNetwork

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

06 April 2022 - 16:30CET



HELLO!
WE WILL BEGIN
AT 16.33 CET
PLEASE ASK QUESTIONS
ENJOY!



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#ECRCATMANNETWORK 2022

A global Category Management Network

1. Develop & share & Category Management knowledge & experience.
2. Track latest relevant CM related Hot topics & technologies
3. Focus on effective interaction & collaboration
4. Provide a forum for showcases, discussion, debate & learning.

CATEGORY MANAGEMENT YESTERDAY, TODAY & TOMORROW

AN ECR COMMUNITY REVIEW OF CURRENT PRACTICES IN CATEGORY MANAGEMENT 2020



Download free at www.ecr-community.org



Released Nov 2020

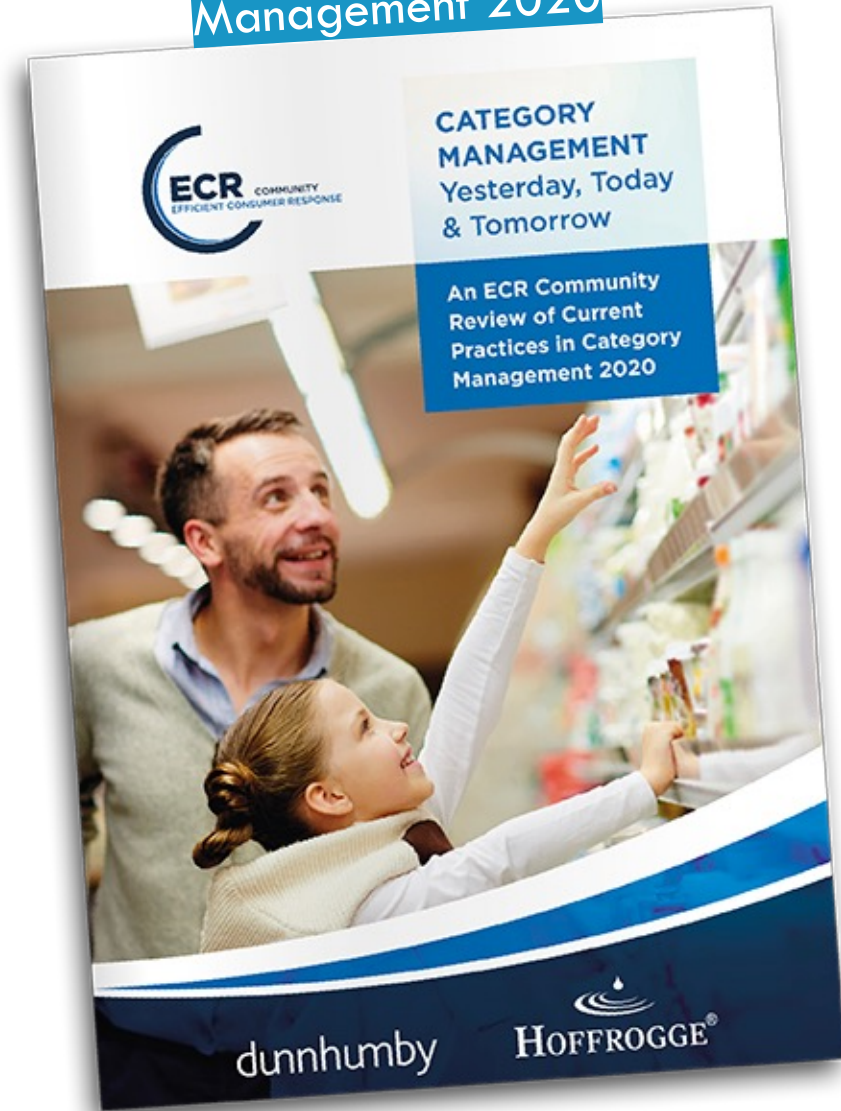
Downloaded in 80+ countries

#ECR CAT MAN NETWORK

5 WEBINARS IN 2021

| 12 Jan | 16 Feb | 16 Mar | 21 Sep | 09 Nov |
|---|--|---|---------------------|----------------------------------|
| Dr B.Harris & L.Demeulenaere - The integrated consumer shopper approach | Dr B.Harris & L.Demeulenaere - Building a Consumer-Shopper integrated segmentation | Dr B.Harris & L.Demeulenaere - How the retailer will win the consumer | Mars, Greece | Nestle, Brazil |
| dunnhumby – Metro, Canada | Yagora - Jack Links, Germany | Hoffrogge - Rewe & Coca Cola, Germany | Birra Peroni, Italy | Heineken, Ireland |
| Rainbow, China | Barilla, Italy | Musgrave Retail Partners Ireland | | Raia Drogasil, dunnhumby, Brazil |
| ECR France | ECR Italy | ECR Germany | | |

A series of webinars focussing on submissions from the ECR Community Review of Current Practices in Category Management 2020



DATES

Steering Group

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

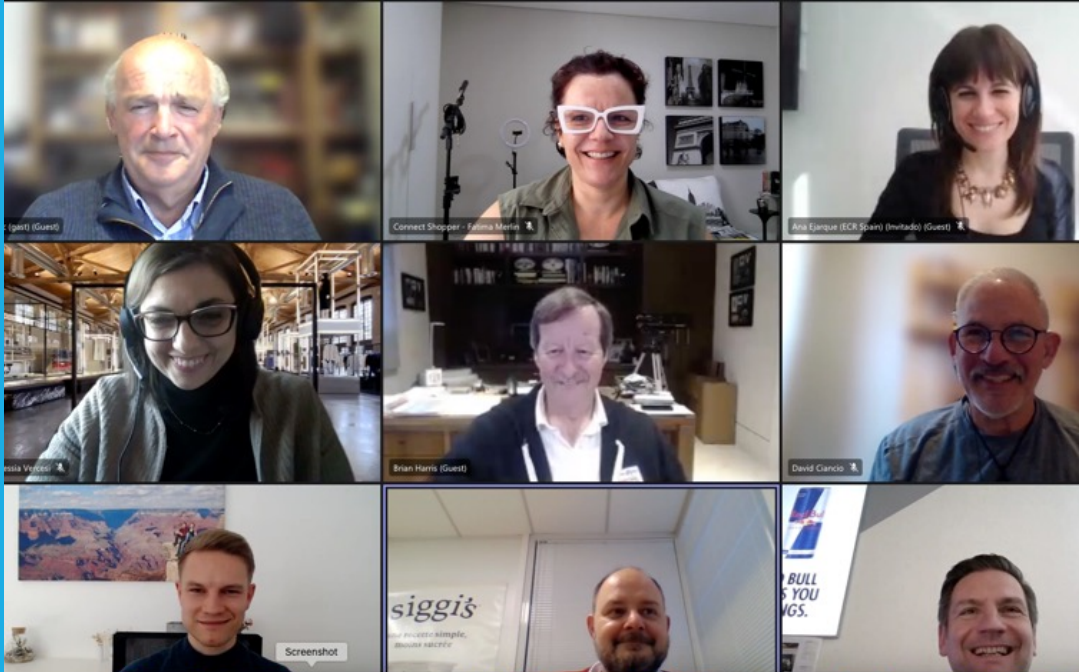
Webinars

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



#ECRCatmanNetwork

#ECRCATMANNETWORK STEERING GROUP



Retailers

Eva-Maria Krueger, Aldi North (Ger)

Suppliers

Frank Bonnamour, Lactalis Groupe (Fra)

Audrey Daffy, Mars (Ire)

Natassa Tsotra, Nestlé (Gre)

Alessia Vercesi, Red Bull (It)

Service Providers

Julian Plötz, Hoffrogge (Ger)

Steffen Schöne, Yagora (Ger)

Cat Man Experts

Dr Brian Harris (US)

Luc Demeulenaere (Bel)

Fatima Merlin (Bra)

David Ciano (US)

Sarah Miskell (UK)

ECR Community

Declan Carolan, ECR Community

Birgit Schröder, , ECR Community

ECR Nationals

KonBright, ECR China

Maximillian Musselius, ECR Asia

Miguel Angel Cancinos Rendon, ECR Guatemala

Francoise Acca, ECR France

Antonella Altavilla, ECR Italy

Ana Ejarque, ECR Spain

Marilyne Brönnimann, ECR Switzerland

Sofia Allerby, ECR Germany

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

1. What are the Hot Topics facing Category Managers across the world?

Dr. Brian Harris & Luc Demeulenaere

2. The Best Shopper First Strategies for Inflationary Times

David Ciano, Global Head of Grocery Retail, dunnhumby

3. Collaborative ways that a manufacturer and a retailer can take to address the current inflation situation

Frank Bonnamour, Directeur Groupe du Category Management, Lactalis Groupe & Philippe Supersac, Category Management Director at Lactalis AOP

4. How CM can help in practice to maximize results in a complex environment

Felipe Teixeira, Category Management, Pricing and Market Intelligence, Cencosud Brazil

WEBINAR #2

JUNE 15

Confirmed to date

1. Amazon
2. Mars & Red Bull
3. GfK

Others tbc



**Focus on the impact and
implications of omni-
channel & ecommerce
15 June 2022 - 15.30 CET**

#ECRCatmanNetwork

#ECRCATMANNETWORK

Focus on the impact and implications of inflation.

Highlight how Category Management and better collaboration can help address the current inflation situation

What are the Hot Topics facing Category Managers across the world?

Dr. Brian Harris & Luc Demeulenaere

