



# #ECRCatmanNetwork

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

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06 April 2022 - 16:30CET





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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.

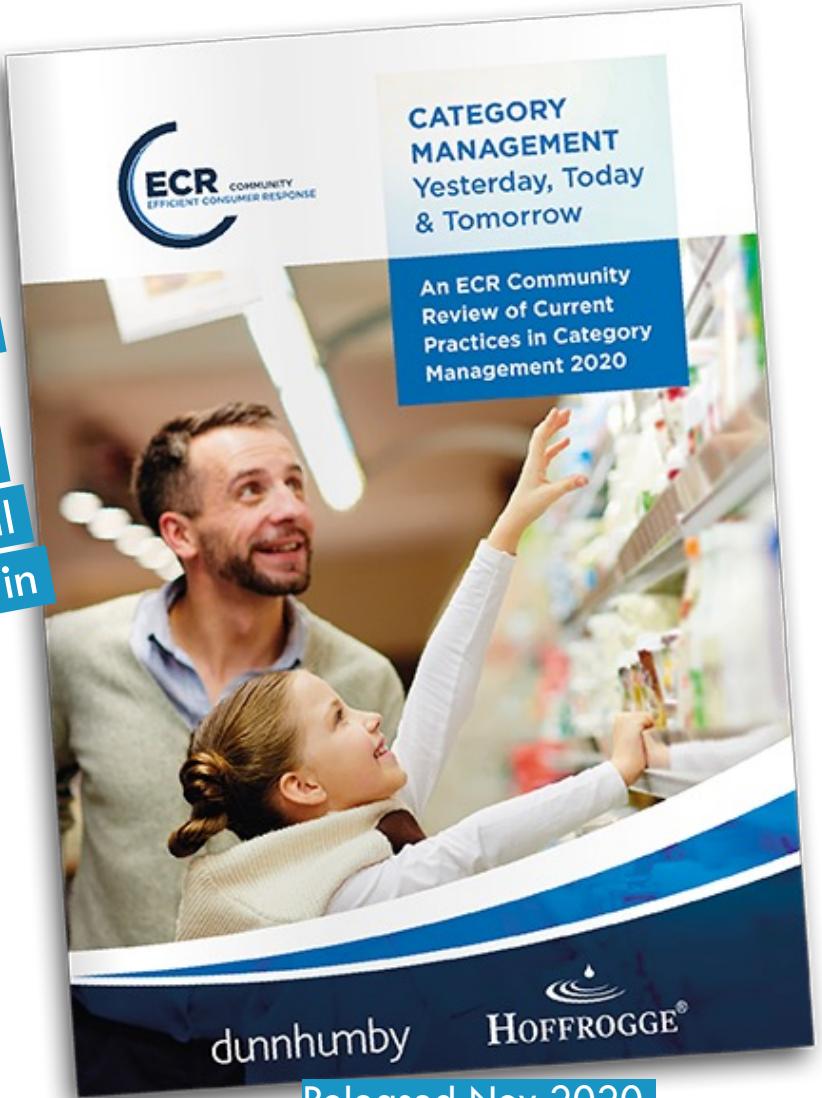


# CATEGORY MANAGEMENT YESTERDAY, TODAY & TOMORROW

AN ECR COMMUNITY REVIEW OF CURRENT PRACTICES IN  
CATEGORY MANAGEMENT 2020



A 200+ page Review  
including 14 global case  
studies + insight from  
category management  
experts + ECR National  
Associations + leaders in  
technology!



Download free at [www.ecr-community.org](http://www.ecr-community.org)

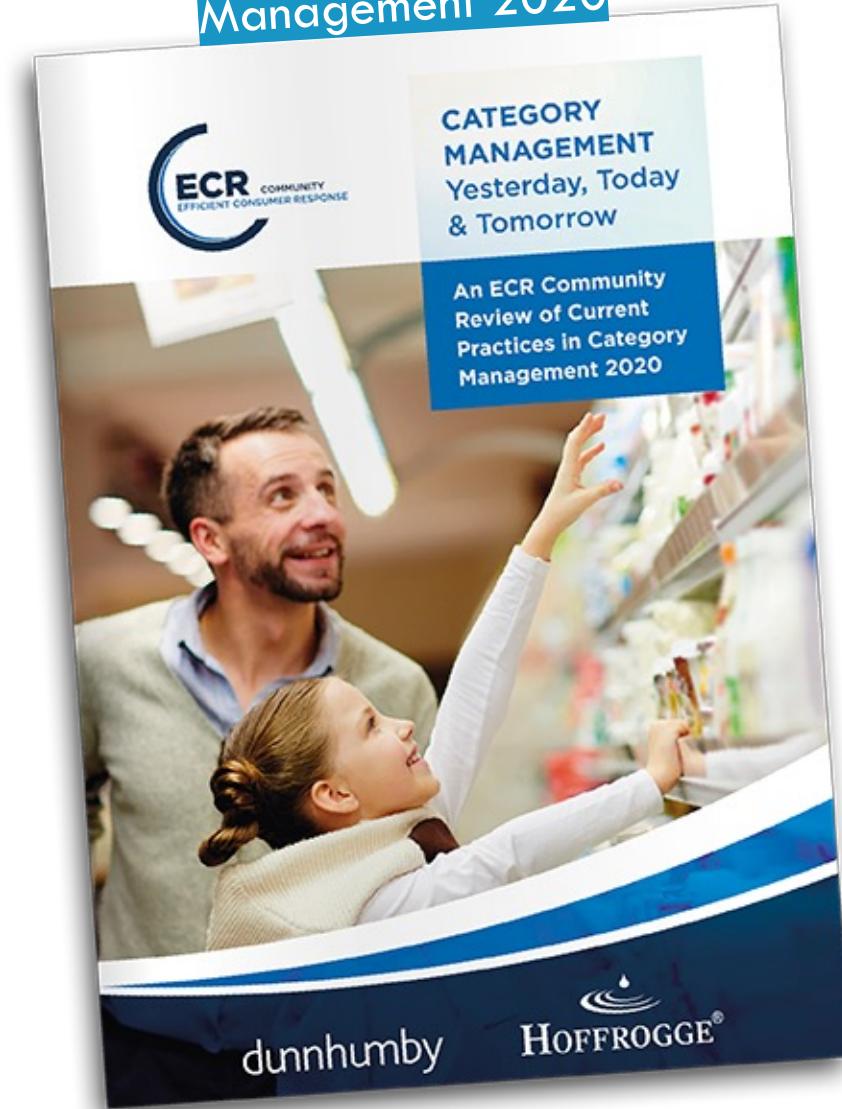
Released Nov 2020  
Downloaded in 80+ countries

# #ECR CAT MAN NETWORK

## 5 WEBINARS IN 2021

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

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		



# DATES

## Steering Group

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

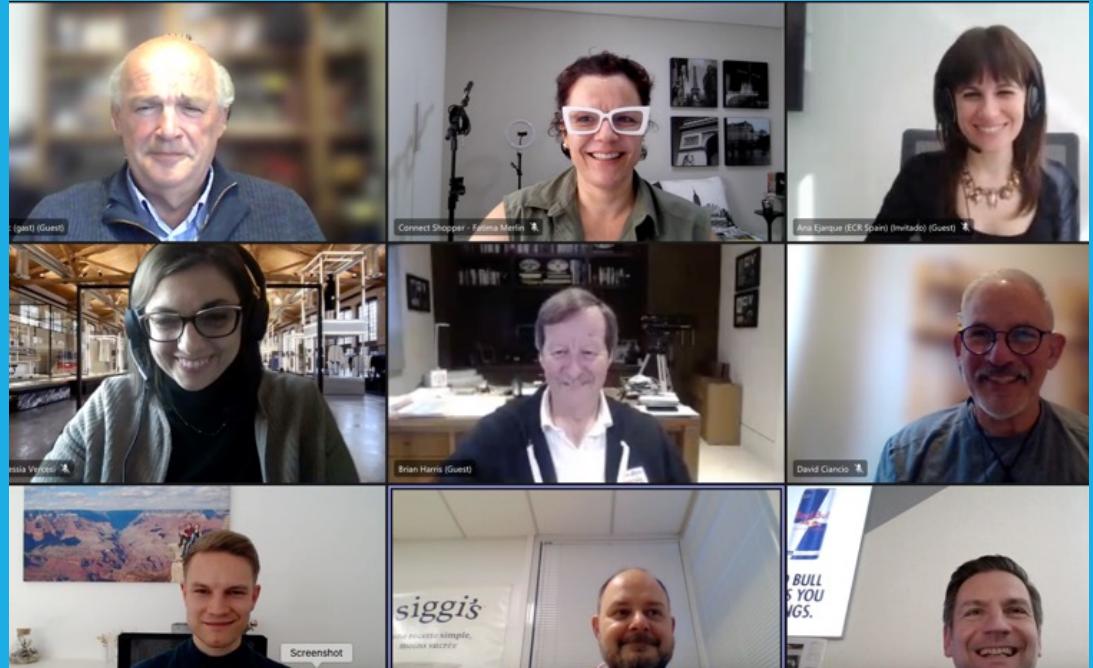
## Webinars

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 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 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 Ciancio, 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



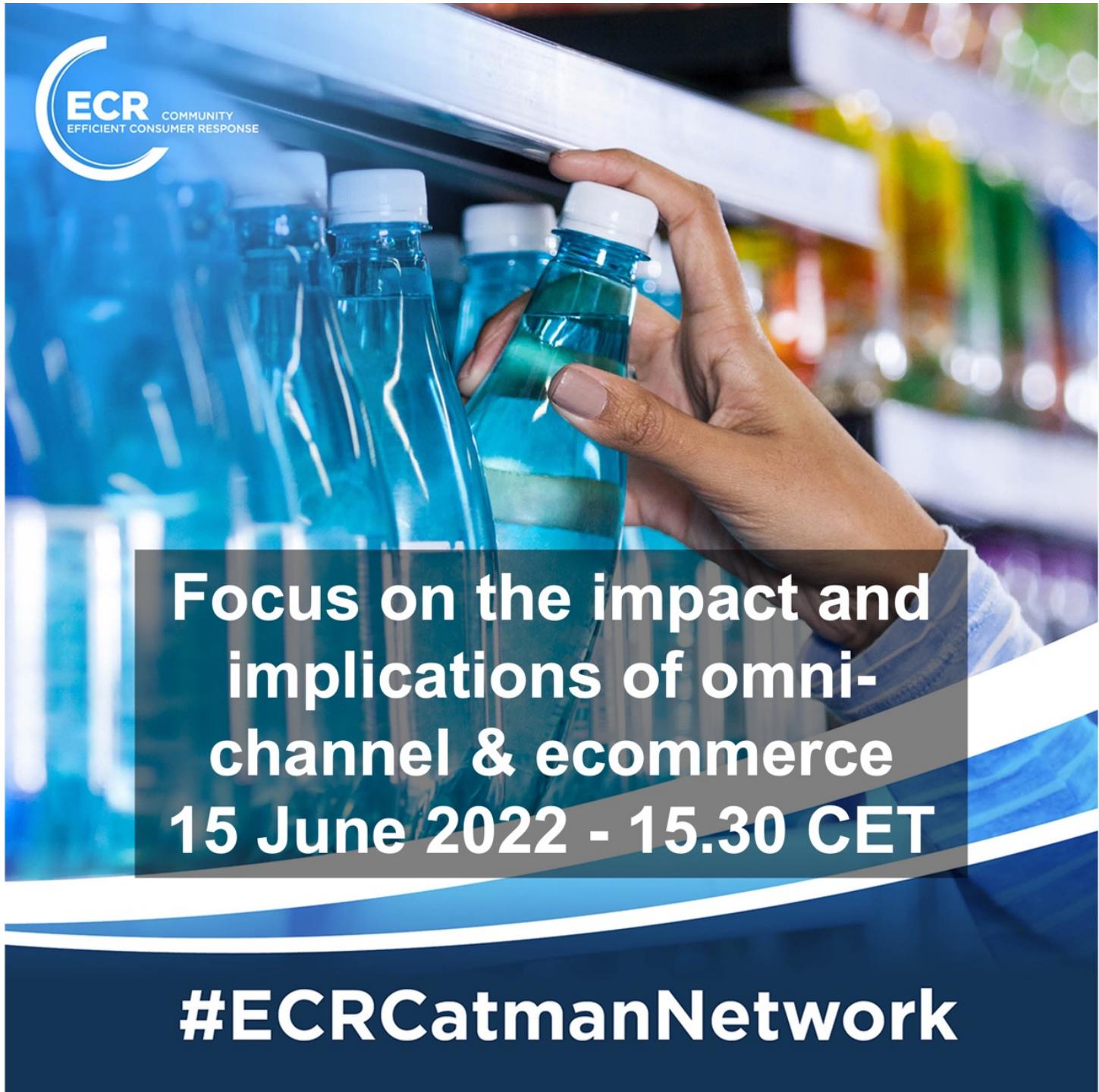
# WEBINAR #2

## 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

