



2018

Food Marketing Conference, 2017 - Advertisers

Haworth College of Business

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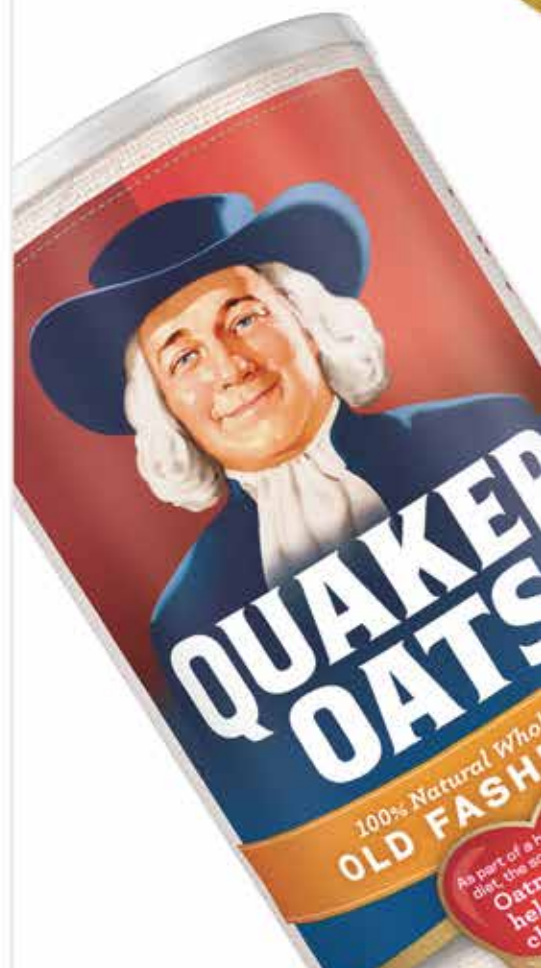


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Shopper Marketing

Beverage Sales Process

Ecommerce Fundamentals





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At Learning Evolution, we teach the art of how to articulate insights effectively, which in turn helps you compel your audience to take action!

At Learning Evolution, working with our learners to help them gain insights on shopper behavior is our top priority. We focus on the shopper sciences to help you turn data and analytics into actionable insights to drive better results!

Buy



Penetration

Buy more often



Frequency

Buy more on each trip



Size





Our Promise: Drive Growth Through Winning Insights and Execution

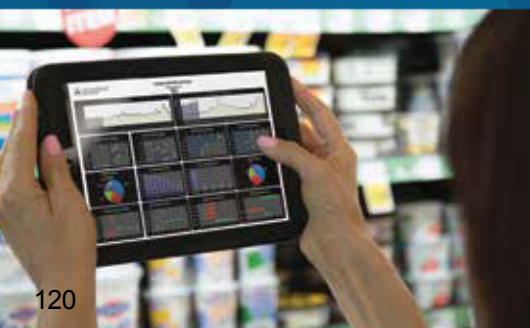
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NO. **1** OR NO. **2**
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Western Michigan University Food and Consumer Package Goods Marketing graduates, from left:

Todd Buzzell, Regional Sales Director - Great Lakes, 1980; **Dan Moss**, Grocery Category Manager, 2008;
Cortney Hilton, General Merchandise Category Manager, 2008; **Corey Fairbanks**, Shelf Technician Specialist, 2009;
and **Carl Jones, Jr.**, Center Store Manager, Family Fare, Kentwood, Michigan, 1982

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Cortney Hilton, General Merchandise Category Manager, SpartanNash

WMU 2008, B.A. Food and Consumer Package Goods Marketing

SpartanNash Category Management Intern 2008



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A woman with long dark hair is lying on her back on a brown couch, propped up on one elbow, using a silver laptop. She is wearing a teal tank top and a blue patterned skirt. In the foreground, on a light-colored rug, are a pair of blue running shoes, a stack of books with a rolled-up magazine on top, and a clear plastic water bottle with a blue label that says "smartwater". The background shows a window with blinds.

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*Marketing, (2017, August 14). Why Personalization is Important for Marketing. Retrieved from <http://vibetwin.com/blog/2017/08/14/personalization-expected-to-survive/>



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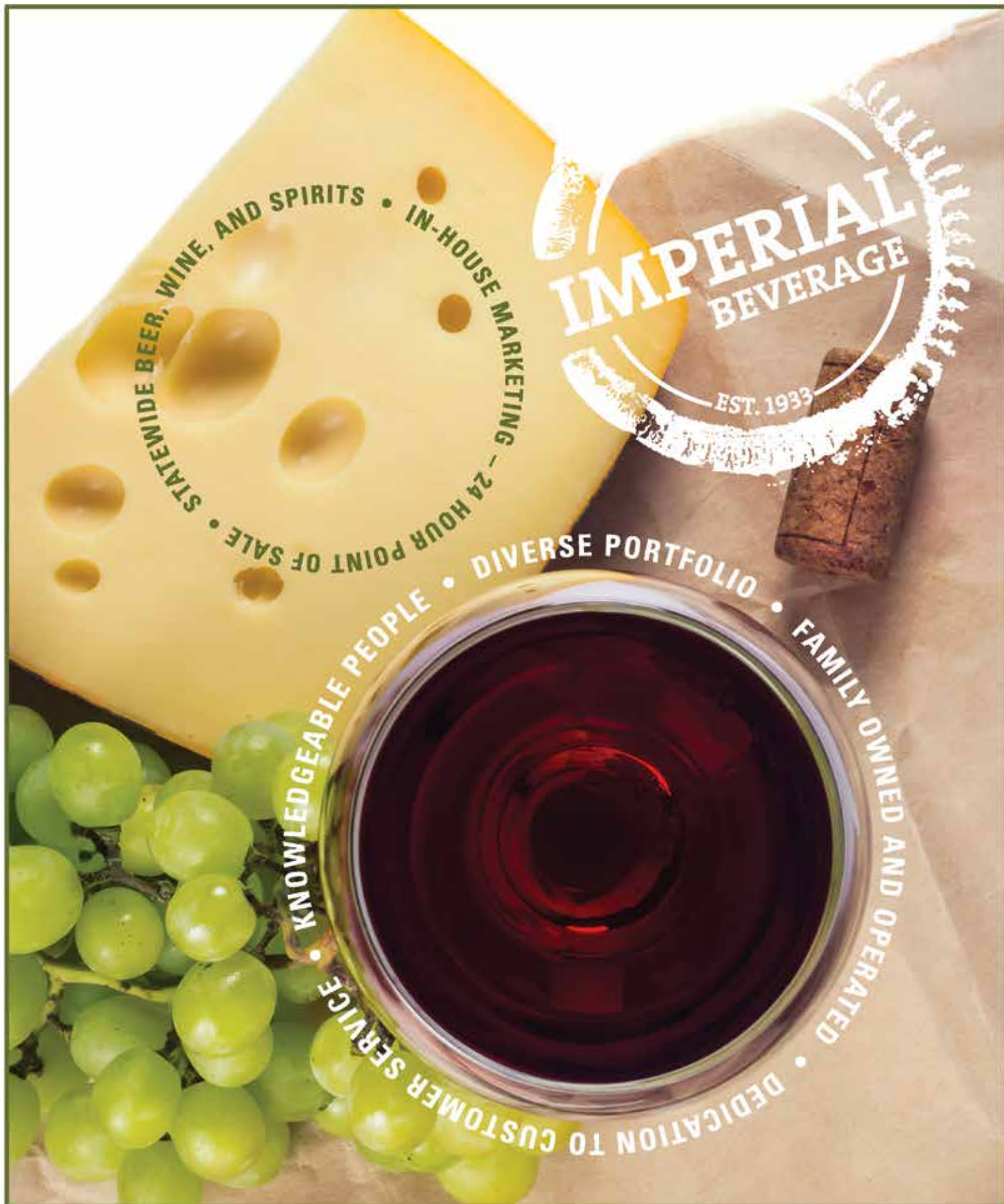
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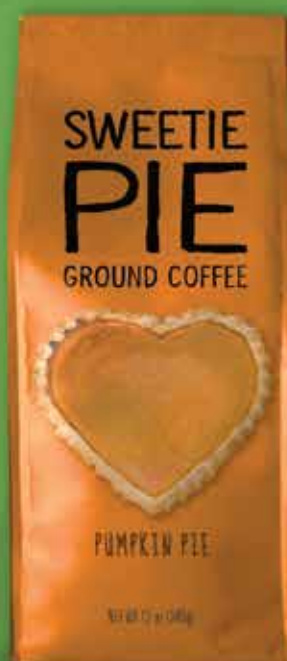
the gluten-free
brothers behind
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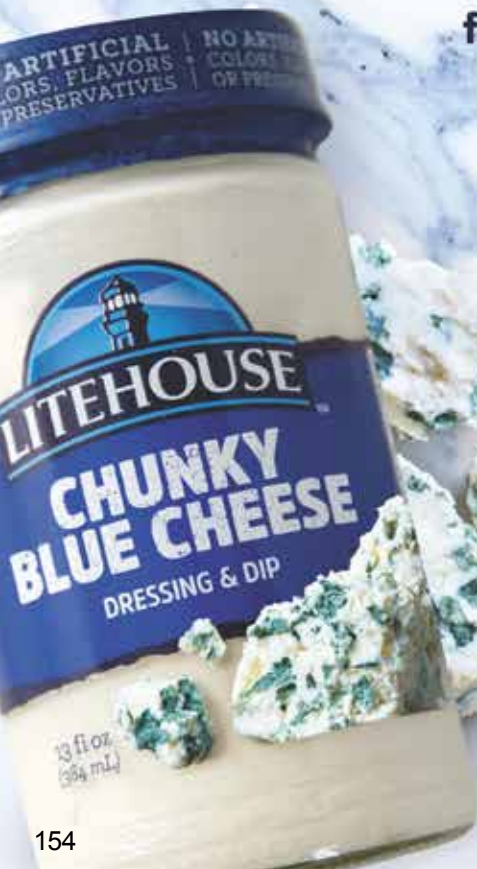
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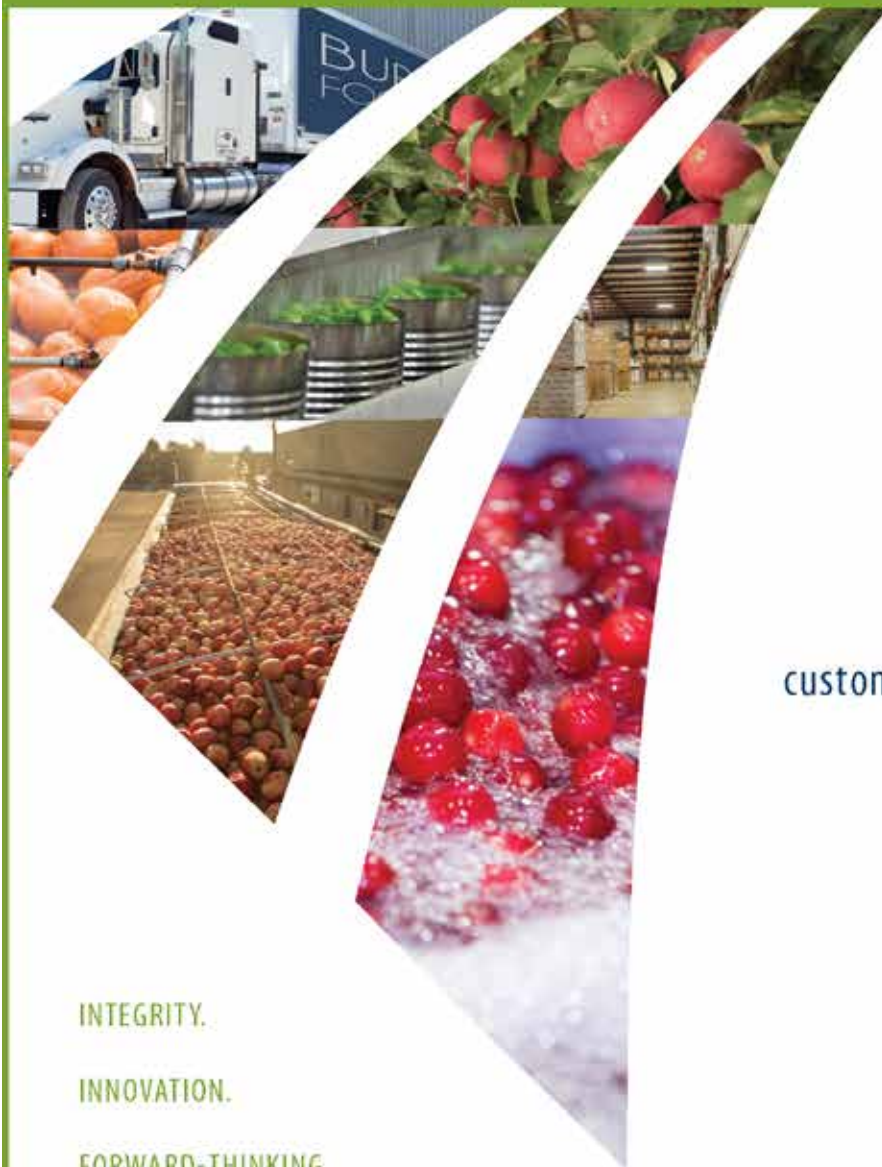
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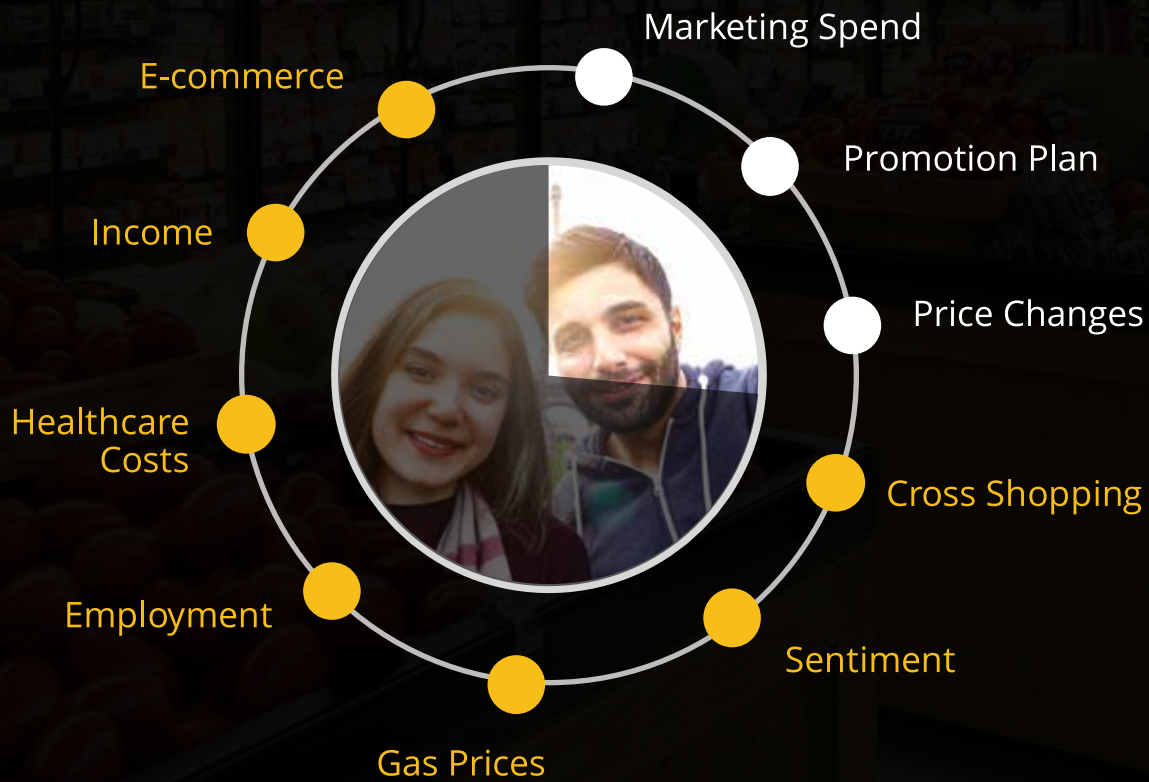


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The NGA Foundation is the 501(c)3 nonprofit arm of NGA which provides independent retailers with tools to develop more effective recruiting programs, enhance retention efforts, and bolster professional and leadership development opportunities for employees.



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