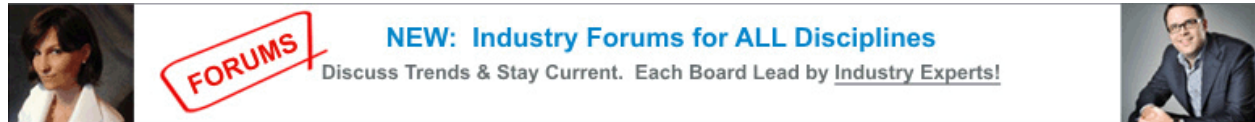


Forum Leaders



NEW: Industry Forums for ALL Disciplines
Discuss Trends & Stay Current. Each Board Lead by Industry Experts!

Brand Marketing | Category Management | Executive Forum | Human Resources | Market Research | Sales/ Customer Development

Categories

[Advertising / Promotions / PR](#)
[Brand / Product Marketing](#)
[Career Development](#)
[Category Management](#)
[Current Events](#)
[Direct Marketing](#)
[Executive Forum](#)
[Financial](#)
[Human Resources](#)
[Manufacturing / R&D](#)
[Market Research](#)
[Operations](#)
[Private Label](#)
[Retail](#)
[Sales / Customer Development](#)
[Student Forum](#)
[Supply Chain / Demand Planning](#)
[Trade Marketing](#)

Advertising/ Promotions/ PR Forum: TBA

Brand/ Product Marketing Forum:



Leader: Danielle Wallace
 Hometown: Vancouver, British Columbia
 Current town: Toronto, Ontario
 Occupation: Director of Marketing and Business Development, Best New Product Awards (www.bestnewproducts.biz)

Danielle Wallace is a senior marketer who has primed her leadership and business expertise over the past decade in a series of progressive management positions at P&G and PepsiCo Foods. Her expertise is in sales and marketing where she led her teams to develop breakthrough growth and won numerous awards.

Danielle is currently Director of Marketing and Business Development at the Best New Product Awards, the premier consumer-voted CPG awards program, where she works with marketing brand leaders. She also founded Go Beyond the Sky Consulting to help others expand their sales and marketing expertise via best in class corporate workshops.

Topics that Danielle will be discussing:

- Social media
- Real life case studies
- Consumer marketing trends
- Marketing strategy



Co-leader: Monica Tate-Maile
 Hometown: Victoria, British Columbia
 Current town: Toronto, Ontario
 Occupation: Managing Partner, Focus Creative Concepts (www.focuscc.com)

Monica Tate-Maile spent 4 years in the world of consumer packaged goods marketing at P&G Canada, leading some of North America's largest brands and then coaching brand managers on how to deliver honest and impactful environmentally sustainable messaging.

Today, Monica Tate-Maile is a managing partner at [Focus Creative Concepts](http://www.focuscc.com), a manufacturing and strategic consulting firm for consumer premiums and a regular contributor for the Harvard Business Review online.

Topics that Monica will be discussing:

- Marketing best practices
- Multi functional leadership
- Getting in touch with consumers
- Selling in to your sales team
- Creating retailer value



Co-leader: Rhonda Page
Hometown: Toronto, Ontario
Occupation: Director of Brand Insights, Dossier Creative (www.dossiercreative.com)

Rhonda Page has been helping businesses, products and people get clarity on their unique difference for over 20 years. A brand strategist with a psychology and graphic design background, she finds hidden insights within existing information and helps people and brands differentiate. Rhonda is currently Director of Brand Insights for Dossier Creative, the leading brand creation company in Canada and her clients include Kraft Foods, Coca Cola Beverages and Constellation Wines.

Topic that Rhonda will be discussing: Why design matters

- What can design do for CPG's?
- New product innovation - (what does innovation really mean?)
- Examples of good design - products and packaging that are well designed and why
- Books recommendations on design and brand building
- How to work effectively with your creative agency

[Click here](#) to start following Danielle, Monica & Rhonda in the Brand Marketing Forum.

Career Development Forum:



Leader: Stephen Friedman
Hometown: Toronto, Ontario
Occupation: Career/Executive Coach, Trainer, Professor (www.stephenfriedman.ca)

Stephen Friedman is a recognized executive coach, career coach, facilitator and trainer, working in the areas of management interpersonal skills, group development and HR for numerous organizations and individuals. His experience with in this area spans over 15 years.

Stephen specializes in teaching professionals about various aspects of interpersonal communication, leadership development, Human Resource Management and group development in the workplace as well as career enhancement and development.

He is also a part-time Professor at the Schulich School of Business at York University where he teaches Organizational Behavior and Human Resource Management at both the BBA and MBA levels. He also teaches Human Resource Management and custom seminars in group development and management skills for Schulich's Executive Education Center.

Stephen's casual and affable delivery style immediately puts his participants at ease and sets a unique interactive and engaging tone which has made him a sought after and repeat facilitator and coach for numerous organizations across Canada. Stephen specializes in coaching, group facilitation, instructional design and delivery of corporate education and development programs. Using an energetic and highly experiential delivery, Stephen establishes achievable goals and objectives, strategically involving the participants in the delivery and discovery process. He holds an M.A. and an Honors B.A. in Psychology. He also frequently writes a Management Best Practices column in the National Post.

Topics that Stephen will be discussing:

- Making career choices
- Changing your job without leaving your job
- Self marketing
- Taking personal responsibility for your career
- Rethinking career options
- Job hunting strategies

[Click here](#) to start following Stephen on the Career Development Forum.

Category Management Forum:



Leader: Michelle Patterson
Hometown: Oakville, Ontario
Occupation: Director of Training and Development, Category Management Knowledge Group (www.cmkg.org)

Michelle honed her training and category management experience working for 12 years in the consumer packaged goods industry in a range of category management, sales and trade marketing roles at Procter & Gamble. Michelle was responsible for designing and implementing category management strategies both within the P&G organization, as well as with leading retailers. She developed the go-to-market strategy behind Laundry Compaction, and then engaged all stakeholders, including leading Canadian retailers, to facilitate successful execution. Michelle also designed and delivered various category management training strategies across the organization.

Michelle was a resident training expert for many years, responsible for Sales, Technical, and Category Management training in addition to “Train the Trainer” responsibility for the Canadian P&G organization. She worked on acquisition teams behind the Clairol and Gillette purchases.

Michelle’s passion has always been in training and category management, so it only seemed right when she accepted the role of Director of Training & Development for the Category Management Knowledge Group. In this role, Michelle works directly with clients to tailor CMKG’s programs to meet the needs of our unique clients. Michelle also leads all of the training development for CMKG.



Co-Leader: Sue Nicholls
Hometown: Calgary, Alberta
Occupation: President, Data Solutions by Design and Category Management Knowledge Group (www.cmkg.org)

Sue is a seasoned category management consultant who worked for 18 years in the consumer packaged goods industry in a range of category management and sales roles at Procter & Gamble. Sue managed P&G’s category management team for several years, and owned category management training for the Canadian organization. She worked with P&G’s marketing group on successful brand launches in Canada including Pringles and Sunny Delight, and on acquisition teams behind the Tampax and Clairol purchases.

Sue started her own category management consulting company in 2002. The strong success behind the training component allowed Sue to travel the globe to teach emerging markets about category management. Strong success in this category management training led to the development of “Category Management Knowledge Group”. This training company offers the only on-line category management training certification program in the world.

Topics that Michelle & Sue will be discussing:

- Retailer Strategy
- Category Management Standards and Certification
- Category Management Training
- Category Management Trends



Co-Leader: Shoab Siddiqi
Hometown: Toronto, Ontario
Occupation: Consultant, Brand & Category Development

Shoab is a seasoned CPG professional who has worked for over 9 years in the consumer packaged goods industry in multiple brand and category development roles at Kraft and Reckitt. Shoab has worked as a consultant in the Middle East and Africa with clients in brand and category development working with brands such as: Dettol, LUX, Aquafina and Oreo. He has worked on category modeling, shopper insight development studies and simplification models that make brands 'money'. His forte has been working with start up and small sized organizations and taking them through the developmental cycle.

Shoab was an integral part of developing a highly successful 'brand research and development' consulting firm based out of the Middle East in 2006 and extending it into multi faceted organization before moving to Toronto. He brings a strong brand, sales and category developments know how to the unique solutions he provides.

Now working with clients specifically in the food industry, he is looking to develop an integral model for 'Category Management' that maximizes business value.

Topics that Shoab will be discussing:

- New innovations in the field
- Sales Strategy
- Role of 'brands' in this new market

[Click here](#) to start following Michelle, Sue and Shoab in the Category Development Forum.

Current Events Forum: TBA

Direct Marketing Forum: TBA

Executive Forum:



Leader: Jenny Nicholson
Hometown: Toronto, Ontario
Occupation: General Manager & COO, Presidents of Enterprising Organizations (PEO), www.peo.net

Jenny joined PEO in the summer of 2001, bringing with her over 25 years of management experience in working with executives from large corporations, entrepreneurs as well as small business owners. The leaders that Jenny works with today describe her as the consummate professional.

Prior to joining PEO, Jenny served as Executive Director of the Vaughan Chamber of Commerce for thirteen years where she grew the membership by 800 percent by expanding the programs and services to meet the needs of the members. This experience has contributed to her ability to understand the workings of both small and large businesses a great attribute in managing the day to day operations of PEO. Jenny hails from South Africa where she spent a decade in the publishing business managing the advertising client base for a number of professional and retail publications. PEO is fortunate to have Jenny on board where her responsibilities include all event management, the co-ordination of facilitation services, and the day to day operations of the organization.

Jenny is married with two children and two grandchildren. She is the Past President of the Thornhill Rotary Club and a member of WXN Women's Executive Network.

Topics that Jenny will be discussed:

- Connect, Think and Grow – all aspects of personal and business growth
- Business Strategies
- Career Management
- Relationship Development



Co-Leader: Peter Poole
Hometown: Toronto, Ontario
Occupation: President, PPRC, Inc

Peter brings twenty years of progressively more senior general management, sales and marketing experience in CPG across Canada, the US; Europe, the Middle East and at a global level. His experience is founded at some of the most well respected organizations in the world such as Procter & Gamble, Reckitt Benckiser and Novartis.

Peter has led single brands worth over \$500M, portfolios worth \$2.5B, businesses worth \$200M as well as national and international sales, business development and trade marketing teams.

More recently, he has been successful in the small- to medium-sized business marketplace, where he has launched 'start-ups' and turned around nose-diving businesses.

Peter considers himself very fortunate to have worked with some extremely good people in his career, which has been key in helping him win awards such as: the Stevie Award for the 'Most Successful Telecommunications Sales Team in the World', the Institute of Professionals in Advertising Award, the London Int'l Advertising Award and the European Design Award.

He is a Fellow of the Institute of Sales and Marketing Management, a Fellow of the Chartered Management Institute and a Full Member of the Chartered Institute of Marketing.

Topics that Peter will be discussing:

- Optimizing the relationship – and potential – of sales and marketing teams
- 'Big Company' secrets that 'Smaller Companies' can use
- The power of research and preparation
- Seamlessly fusing demand creation and product supply, ensuring that "1 + 1 > 2"
- Networking for Results

[Click here](#) to start following Jenny & Peter in the Category Development Forum.

Financial Forum: TBA

Human Resources Forum:



Leader: Sue Douglas
Hometown: Toronto, Ontario
Occupation: President, SDC Management Solutions

Sue Douglas is seasoned human resources professional, with a unique combination of HR *and* business skills demonstrated by a career history that illustrates strong strategic HR direction and technical guidance. A strong collaborative leader with the proven ability to build highly-competent teams also known as a superior relationship manager, negotiator and consensus builder, with a talent for galvanizing teams and managers into execution and action. Characterized by a “bottom-line mentality” Sue’s business acumen, has enhanced her ability to move the HR role into business partner status. Over her career in various HR resource roles in private industry she demonstrated a focus on designing an in house HR role that served as a business partner to the organization – not as a cost center.

For over 20 years, Sue’s contributions have had a major impact on a the success and growth of a variety of organizations and industries in transportation, communications, distribution, manufacturing, retail, construction, service and consumer products and real estate. Over her career, Sue has enhanced business, team and individual performance through initiatives in organization change; design of human resources processes, and by coaching leaders and management teams. Her practice focuses on coaching and guiding executives and leaders on providing constructive and productive feedback to engage and motivate their teams.

Topics that Sue will be discussing:

- Courageous Conversations – Providing performance feedback to employees
- Performance Management – Protecting Your Investment
- Performance Appraisals – the New Approach and Overcoming the Stigma
- Building High Performing Teams
- The 5 Key Characteristic of Successful Teams

[Click here](#) to start following Sue in the Human Resources Forum.

Manufacturing/ R&D Forum:



Leader: Wagdi Henein, P.Eng., MBA
Hometown: Richmond Hill, Ontario
Occupation: Managing Director, ChangeFormation Consulting Inc.
(www.change4mation.com)

Wagdi is a Visionary Senior Leader of Operations and expert 'Turn-Around Agent' with a proven record of achievements with Pfizer, Kraft Foods, Johnson & Johnson, and IBM. He has a successful track record in leading Manufacturing, Global Supply Chain Management and Engineering with a reputation for saving troubled operations and surpassing goals by: setting a clear vision with demanding KPI's, applying 'Lean' principles, re-engineering processes, recognizing and developing talent, ensuring a positive work environment and employee engagement.

Education: MBA as well as a Masters Degree in Mechanical Engineering from Concordia University in Montreal. Author: "Competing through Manufacturing Productivity"

Wagdi created his own consulting firm where he developed and applied his own unique change management blueprint, techniques and processes, which helped clients improve performance and manage change.

Wagdi has a passion for teaching and helping others learn. He has taught at the undergraduate and graduate level at The Faculty of Management of Concordia and Ryerson Universities. Courses include Production Management; Managing Organizational Change; Organizational Behaviour; Human resource Management.

Certified and qualified Facilitator/Teacher of the following workshops:

- "The 7 Habits of Highly Effective People", Franklin Covey Leadership Center
- "Situational Leadership II", Ken Blanchard Companies
- "Principle Centered Leadership", Franklin Covey Leadership Center

Topics that Wagdi will be discussing:

- Leading Manufacturing Operations
- Effective Teamwork
- Self-Directed Work Teams (SDWT)
- Setting a Vision and Mission
- Competing through Manufacturing Productivity

[Click here](#) to start following Wagdi on the Manufacturing Forum.

Market Research Forum: TBA

Operations Forum: TBA

Private Label Forum: TBA

Retail Forum: TBA

Sales/Customer Development Forum:



Leader: Jeff Doucette
Hometown: Halifax, Nova Scotia
Occupation: President, Sales Is Not Simple (www.salesisnotsimple.com)

Jeff is a seasoned CPG speaker who worked for 11 years in the consumer packaged goods industry in a range of sales roles at Unilever and L'Oreal. Jeff specifically has an extensive Retail Marketing background, having lead retail / consumer promotions development for brands such as Lipton, Knorr, Hellmann's, Slim Fast, Maybelline New York and Garnier Fructis. While with L'Oreal he was asked to lead the Global Sales Training Initiative based in Paris, France. His work took him to many corners of the world and he has worked with sales and retail marketing teams from more than 70 countries in Account Management, Trade Marketing, Merchandising, Category Management and Sales Leadership.

In 2007, Jeff launched "Sales Is Not Simple International" in Calgary as a unique consultancy focused on sales strategy consulting and tailor made training initiatives for sales teams in the CPG Industry. His first book exploring the Essential Skills of Key Account Management is due in early 2010.

Topics that Jeff will be discussing:

- Retail Industry Trends
- Sales Strategy
- Key Account Management Skills
- Retail Marketing

[Click here](#) to start following Jeff in the Sales/ Customer Development Forum.

Student Forum: TBA

Supply Chain/ Demand Planning: TBA

Trade Marketing Forum:



Leader: Dan Schmitt
Home Town: Kitchener Ontario
Current Occupation: In Transition
LinkedIn: www.linkedin.com/in/danjschmitt

Dan Schmitt is a Senior Marketing Executive in the Consumer Products Industry. He has held positions in marketing, trade marketing, sales, operations, the supply chain, and mergers & acquisitions. Dan has worked in Canada, as well as internationally in the United States, Spain, and Italy. Dan has spent 20+ years with Colgate Palmolive Company, a global Tier 1 consumer products firm, as well as being the VP of Sales and Marketing at Janes Family Foods. Over his career, Dan has developed and launched several new product innovations that delivered category share leadership. He has also received numerous awards for innovation from within these firms, from retail customers, and from environmental groups.

Topics that Dan will be discussing:

- Trade Spending ROI
- Keeping the Big 4 Retailers Distinctive
- New Product Customer Specific Plans
- The 5P's at Retail

[Click here](#) to start following Dan in the Trade Marketing Forum.