

## PROGRAM AGENDA

10:00 AM - 5:00 PM

GMA Partner Power Connect Program

10:45 - 11:45 AM

GMA Finance and Audit Committee Meeting

12:00 - 6:00 PM

CEO Leadership Forum Programming &  
GMA Board of Directors Meeting  
*By Invitation*

12:00 - 3:00 PM

GMA Supply Chain Advisory Group

12:00 - 3:00 PM

GMA Sustainability Advisory Group

3:00 - 5:30 PM

Emerging Leaders Program

6:00 - 7:00 PM

Sunset Reception

7:00 - 8:30 PM

Colorado BBQ Welcome Dinner

7:00 - 9:00 PM

GMA CEO Leadership Forum & Emerging Leaders  
Dinner  
*By Invitation*

8:30 - 10:30 AM

## OPENING KEYNOTE

### **What CPG Can Achieve Together:** *Jeff Harmening and Geoff Freeman*

GMA President and CEO Geoff Freeman will present remarks about the state of GMA one year into his tenure and discuss the organization's mission and priorities with GMA Chair Jeff Harmening.

### **Global Economy and Geopolitical Landscape:** *Alexis Crow, Ph.D.*

Dr. Alexis Crow, an economist with PwC, Columbia University and the Atlantic Council, will share her insights on the global political landscape and the economic forces driving conditions for consumer businesses.

### **The View from Wall Street:** *Lauren Hirsch, Kaumil Gajrawala, Caroline Levy, David Palmer*

In a conversation moderated by CNBC's Lauren Hirsch, three veteran CPG sector analysts and Wall Street watchers - Kaumil Gajrawala, Caroline Levy and David Palmer - will share their views on the market, the challenges facing branded CPG stocks and the road ahead.

10:30 - 11:00 AM

## BREAK

11:00 - 12:30 PM

## KEYNOTE SESSION

### **The Future of Packaging:** *Tom Szaky*

As society looks for ways to reduce waste and protect the environment, there will not be a silver-bullet solution. Progress will come through accumulated efforts that mitigate these challenges. Inventor, entrepreneur and innovator Tom Szaky will share his vision for the future of packaging and how his company, TerraCycle, and its newest initiative, LOOP, work with CPG brands to create a circular shopping system.

### **The Alliance to End Plastic Waste:** *Cal Dooley*

We are pleased to welcome former congressman and former GMA president and CEO Cal Dooley, who for the past decade has led the American Chemistry Council as its CEO. Cal, who is retiring from ACC late this year, will join us to talk about the Alliance to End Plastic Waste, a significant global commitment made by both plastic producers and users to arrest the problem of plastic waste in the environment.

## PROGRAM AGENDA

### **A Dialog on Plastics, Packaging and What's Next:** *Meghan Stasz, Virginia Janssens, Michael Sangiacomo, Michael Witt*

Meghan Stasz, GMA's vice president of packaging and sustainability, will moderate a panel of experts representing the public policy, packaging manufacturing and recycling sectors. These experts will give their perspective on what's working, what's not and what's coming over the horizon for the CPG industry with regard to packaging, sustainability and the demands of customers, consumers and governments.

12:30 - 1:30 PM

### **NETWORKING LUNCH**

2:00 - 3:30 PM

### **KEYNOTE SESSION**

### **Presentation of Enactus Emerging Leader Award in Honor of Manly Molpus**

#### **Remodeling Trust:** *Max Elder*

Whether shopping for baby food, diagnosing a perceived illness or choosing where to invest, issues of trust emerge at every step of decision-making. To guide our decision-making process, we rely on credible sources of information, enforceable contracts and guarantees, and communities of like-minded individuals. Max Elder, research director at the Institute for the Future, will walk through his organization's research on trust as a human behavior and translate it to companies trying to earn and keep its consumers' trust, even as the bedrock of trust is threatened.

#### **The Modern Regulator and Consumer Trust:** *Scott Gottlieb*

Medical doctor, venture capitalist, business leader, policy expert and, until recently, the 23rd Commissioner of the FDA Dr. Scott Gottlieb joins us to talk about the role of a regulator in establishing consumer trust, and how consumer products companies can operate in ways that build trust.

3:30 - 3:45 PM

### **BREAK**

3:45 - 5:30 PM

## KEYNOTE SESSION

### **The Future of Supply Chain:** *Daniel Swan, McKinsey & Company*

Daniel Swan of McKinsey & Company will share how changes in consumer behavior, channel fragmentation and emerging technologies are transforming the supply chain.

### **Delivering on the Promise of Data:** *Geoff Kelley, Tom Madrecki, Matthias Winkenbach*

It's more than a buzzword: data illustrates macro-economic and micro-operational issues impacting the CPG industry, while pointing the way toward company actions and government policies that could create frictionless supply chains. GMA's Tom Madrecki will moderate a conversation between Geoff Kelley, COO of Coyote Logistics, and Matthias Winkenbach, head of MIT's Megacities Logistics Lab, highlighting the potential of data-driven decision-making and leading-edge research to take time, cost and complexity out of doing business.

### **Consumer Technology and Consumer Behavior:** *Lesley Rohrbaugh*

From smart speakers to augmented reality, technology is transforming the way consumers shop and interact with brands. As tech enables us to make purchasing decisions when, where and how we like, brands must harness the power of innovation while maintaining brand identity. Ben Arnold, senior director of innovation and trends at the Consumer Technology Association, will explore the convergence of consumer preferences and how emerging technologies are transforming the CPG industry.

6:30 - 9:00 PM

## TASTE OF INNOVATION EXPERIENCE

Join industry friends and colleagues for a dining experience celebrating the history of innovation in the CPG industry. During dinner, we will also honor this year's recipients of the GMA Hall of Achievement award.

8:30 - 11:30 AM

## KEYNOTE SESSION

## PROGRAM AGENDA

### **The View from Albertsons:** *Jim Donald*

We are honored to be joined by Jim Donald, co-chair of Albertsons Companies and past CEO of Albertsons, Starbucks, Haggen Food & Pharmacy and Extended Stay Hotels, who will share his views on industry growth from the perspective of the customer as well as his career in retail and other consumer businesses.

### **Endorsed by the Owner: Brand Authenticity in 2019:** *Sarah Michelle Gellar, Greg Fleishman, Galit Laibow*

Sarah Michelle Gellar, known to many Americans as TV's Buffy the Vampire Slayer, launched Foodstirs with co-founders Greg Fleishman and Galit Laibow in 2015. National brands have employed high-profile individuals as paid spokespeople for decades, but many brand ambassadors are now upending that system by launching their own brands. The leaders of Foodstirs join us to talk about having your most prominent advocate in the ownership and executive team.

### **Build It or Buy It: How Acquisitions Are Shaping CPG Growth Leaders:** *Peri Edelstein, K.K. Davey*

Based on research of 425 CPG companies to uncover the industry's growth leaders, this session will review how high-growth firms balance price and volume to drive growth and how acquisitions are a key approach to expand both reach and capabilities. In an environment where more industry leaders are looking to M&A for growth, this research provides insight into how the most successful companies make this work.

### **An Industry in Transition: How Trade is Affecting CPG companies:** *Barb Renner*

Changes in regulation are causing new, unprecedented shifts in the consumer packaged goods industry. To better prepare for potential changing trade policies, CPG companies would likely benefit from independent strategies such as staying nimble, optimizing supply chain and investing in automation, STEM talent and innovation.

### **Brands Still Matter:** *Jon Edwards, Kim Feil, Jane Miller, Jay Owen, David Simnick*

Global power brands are under fire as nimble startups proliferate digital touchpoints. In this discussion, backed by proprietary brand and consumer research, we will hear from startups, venture capital and online grocery leaders, who will unpack how emerging brands have succeeded in addressing the market's unmet needs and spaces that are ripe for disruption, how the investment landscape is changing and what it takes to succeed online and with today's consumers.

11:30 AM

EVENT CONCLUDES