



# 2017 Insight Conference

Tuesday, March 7, 2017



**9:30 – 10:00**      **REGISTRATION**

**10:00 – 10:15**      **OFFICIAL OPENING OF 2017 INSIGHT CONFERENCE**

*Welcome from Del Rollo, Emcee*

**10:15 – 11:15**      **Dr. Robert Eyler (Sonoma State University)**

Dr. Robert Eyler is a Professor of Economics at Sonoma State University as well as President of Economic Forensics Analytics. He will be presenting the updated national/provincial Economic Impact Study of the Wine and Grape industry that was commissioned by the Canadian Vintners Association and conducted by Frank, Rimerman + Co. LLP.

*Introduction by Insight Committee Member Greg Berti*

**11:15 – 12:15**      **Chris MacDonald (SkySquirrel)**

Chris MacDonald is Chief Commercial Officer at SkySquirrel Technologies, which is a crop-analytics company that develops drone-based technology for monitoring crop health, with a focus on improving crop yields and reducing costs at commercial vineyards. He will be providing some insights into drone technology in the vineyard.

*Introduction by Insight Committee Member Eleanor Hawthorn*

**12:15 – 1:15**      **LUNCH**

**1:15 – 2:15**      **Danny Brager and Jason Apps (The Nielsen Company)**

Danny is the Senior Vice President, Nielsen Beverage Alcohol Practice (U.S.) and Jason is the Vice President Client Services at Nielsen Company (Canada). Nielsen studies consumers in more than 100 countries so it can provide the most complete view of trends and habits worldwide. They will be providing some business information, analysis, insights and trends, including wine in grocery.

*Introduction by Insight Committee Member Del Rollo*

**2:15 – 3:55**      **Shari Mogk-Edwards, Pamela Lawson, Mandesh Dosanjh and Bipasha Chiu (LCBO)**

Shari Mogk-Edwards, Vice-President, Products, Sales and Merchandising will be addressing sales and market trends for wine at the LCBO. Pamela Lawson, Director, Customer Insights & CRM will be providing new consumer research and insights on wine in Ontario. Mandesh Dosanjh, Senior Vice President, Supply Chain will be addressing LCBO wholesale and wine in grocery. Bipasha Chiu, Vice President, Business Solution Delivery and Relationship Management will be addressing digital communication.

*Introduction by Insight Committee Member Sue-Ann Staff*

**3:55 – 4:00**      **Closing remarks by Del Rollo, Emcee**

**4:00 – 4:30**      **RECEPTION**

WI-FI CODE: 9056588714

#insightwine



## Dr. Robert Eyler

***President, Economic Forensics and Analytics***

***Dean, School of Extended and International Education, Sonoma State University***

Dr. Robert Eyler is President of Economic Forensics and Analytics, specializing in public policy analysis for firms and governments. He is also Dean of the School of Extended and International Education and Professor of Economics at Sonoma State University. He earned a Ph.D. from the University of California, Davis and a B.A. in Economics at CSU, Chico. He is often called up by the media for his expertise, provides economic impact analyses for both private firms and public entities to help guide public policy, and acts as an expert witness and forensic economist mainly for wine industry clients. Robert has been a visiting scholar at both the University of Bologna and Stanford University. Robert is a Sonoma County native, and his family have been sheep and cattle ranchers in Marin and Sonoma counties since 1910.





## Chris MacDonald

***Chief Commercial Officer, SkySquirrel Technologies Inc.***

Upon completion of his MBA, Chris spent 8 years honing his business acumen in a strategic consulting role for companies across the United States and Canada, including Aerotech manufacturing and wineries (Napa). Previous to that, he earned his engineering stripes designing and field-testing agricultural harvesting machinery in the farm fields of North America, Australia, and Europe. Chris has a Master of Business Administration from the Tippie School of Management – University of Iowa and received his B.S. in Agricultural and Biosystems Engineering from Iowa State University.





## Danny Brager

***Senior Vice President, Nielsen Beverage Alcohol Practice (U.S.)***

Danny Brager is Nielsen's Senior Vice President of its Beverage Alcohol Practice Area in the United States, supporting relationships with Nielsen's many Beer, Wine, and Spirits clients, as well as with key industry groups and the media. In this role, Danny and his team provides business information, analysis and insights, focusing on the U.S. retail environment and consumer, as well as supports the differentiated needs of the U.S. Beverage Alcohol client base within the Nielsen products/services portfolio. Within his 30+ year career with Nielsen, Danny has over fifteen years of experience specific to the Beverage Alcohol industry, and is a frequent speaker at many client and industry events on the subject of U.S. Beverage Alcohol trends.

Danny graduated with a business degree from York University in Toronto, Canada. After residing in Western Canada for most of his early years, and then moving to Toronto, he now lives in Orange County, California but still retains a true Canadian's love of hockey.





## Jason Apps

***Vice President, Client Service, Nielsen Canada***

Jason Apps is a Vice President in Client Service at Nielsen Canada. In his role Jason has a pulse on the consumer packaged goods (CPG) landscape and has worked with major manufacturers like P&G and PepsiCo to provide them with strategic data and insights. He has helped his clients make critical and impactful business decisions. With 11 years of experience in the Canadian CPG landscape and a passion for consumer behaviour Jason thrives on supporting clients vision and strategy through insight into market trends and smart connected data.

Jason graduated with a business degree from Wilfred Laurier. Jason is an avid sports fan and spends his free time with his young family.





## Shari Mogk-Edwards

***Vice President, Products, Sales and Merchandising, LCBO***

The LCBO has 9,300 employees, 654 stores across Ontario, and boasts annual sales of over \$5.5 billion.

Since joining the LCBO in 1981, Shari has held a range of progressive and diverse positions within the Retail, Logistics, Sales, and Marketing divisions. More recently, Shari held the positions of Director of Vintages, Director of Spirits, and Vice President of Merchandising. She became the Vice President of Products, Sales and Merchandising in 2012.

With her team of close to 100, she guides and oversees the strategic direction, business planning, category, and management activities of LCBO WINES, LCBO SPIRITS & BEER, as well as VINTAGES business units in the Sales, Marketing, and Insights Division. She is responsible for developing, planning and executing all product sales and merchandising strategies along with inventory management at LCBO, pricing administration and collaborative planning with suppliers and agents.

Shari was honoured with the inaugural annual Partnership Award from the Ontario Imported Wine-Spirit-Beer Association (now known as Drinks Ontario) in 2006. She holds a diploma from L'École du Vin de Bordeaux and the higher certificate from WSET, and recently completed the IVEY Executive Management Program. As LCBO's head buyer, Shari travels extensively, and as an international wine judge, she has judged in California, New York, Ontario, Argentina, and Chile.





## Pamela Lawson

*Director, Customer Insights & CRM, LCBO*

Pamela Lawson is responsible for providing specialized business support to the organization from a consumer insights perspective.

Her role includes managing a diverse team of market researchers and advanced data analysts responsible for measuring and tracking the health of LCBO's brands and understanding customer behaviors, attitudes, needs, values, psychology and demographics. This information informs strategic initiatives relating to Strategic Planning, Marketing, Merchandising, Category Management and Social Responsibility.

Pamela has an honours degree in marketing and a bachelor's degree in business administration from the University of Strathclyde in Glasgow (U.K.) and a diploma in advertising from the Communications Advertising and Marketing (CAM) Educational Foundation. She joined the LCBO in 2008 as Director of Customer Insights and CRM.





## Mandesh Dosanjh

*Senior Vice President, Supply Chain*

Mandesh Dosanjh oversees the operations of LCBO's five logistics facilities, which are tasked with the timely and efficient transport of products from suppliers to store shelves of the LCBO and our wholesale customers. He is also responsible for the Grocery Operations (wholesale) group and the Quality Assurance department, which ensures the products we sell are authentic and safe for consumption.

Mandesh is an experienced supply chain executive and business leader who has worked for some of Canada's largest and most respected retail chains. He started his career with Loblaw Companies Limited in 2003 as an Engineering analyst and, after three years, was promoted to senior manager of Supply Chain, where he led the development of an end-to-end supply chain strategy to support the introduction and growth of the company's Joe Fresh apparel line. He held positions of increasing responsibility at Loblaw through 2011, a time when the company implemented a complete overhaul of its enterprise resource planning software.

From July 2012 until November 2016, he held key posts at fashion retailer Aritzia LP (Director, Supply Chain), discount retailer Target Canada (Director, Distribution) and food retailer Longo Brothers Fruit Markets (Director, Supply Chain).

Mandesh holds a Bachelor of Applied Science (Industrial Engineering) from the University of Toronto.





## Bipasha Chiu

***Vice President, Business Solution Delivery and Relationship Management, LCBO***

Bipasha is responsible for transforming LCBO's Integrated IT and Business Roadmap and IT investment into delivery success through major initiatives in the organization including Retail Stores, Grocery, Supply Chain, Merchandising, HR, and Finance.

Bipasha is a graduate of the University of Waterloo with an Honours Bachelor of Mathematics in Operations Research and Computer Science. She started her career as a management consultant with Ernst & Young and Capgemini, delivering large complex systems implementations for financial institutions and retailers for more than 13 years.

Bipasha subsequently spent seven years at Canadian Tire Corporation in senior management positions in IT and marketing. There she implemented Canadian Tire's merchandising transformation program, built joint business and IT roadmaps, and developed its digital strategy. Bipasha built a world-class project delivery team, including process redesign and OCM (Organizational Change Management).

Most recently, prior to joining the LCBO she was accountable for successfully delivering all IT initiatives globally for Apotex Inc., the largest Canadian-owned pharmaceutical company.

