



# Changing the Game in Consumer Industries



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Changing the Game in Consumer Industries,  
Presented by SAP  
Archives Available  
**May 17th 2018: Consumer Products Industry  
Under Attack: Time to Reclaim Market Share**

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The buzz: “As consumers prosper from stable US and global economies, the consumer products industry will reinterpret traditional levers to fuel growth in a hyper-competitive market.” (www2.deloitte.com). CP companies are being forced to rethink channel partner relationships, product mix, pricing strategies and more. Why? Due to business-as-usual disruption by eCommerce giants like Amazon, innovators with direct-to-consumer subscriptions, and retailers' expanded private label lines. How can CP companies use data to bolster their brands and strengthen relationships with consumers? The experts s

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### Featured Guests



#### Jerry Wolfe

Jerry Wolfe is a founder and CEO in Vivanda, provider of a customer experience platform for powering digital food and beverage experiences.

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#### Barbara Thau

Barbara Thau is a longtime reporter/editor specializing in the retail sector and the consumer economy, with coverage extending to business industries ranging from fashion, beauty and home to hospitality and real estate.

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#### Colby Sheridan

Colby Sheridan is a Global Industry Solution owner with SAP. With 25+ years of CP industry experience, Colby relishes bringing a real world-based perspective to solving his clients' challenges.

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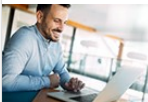
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