

Reinventing the Food & Beverage Industry

May 09-10, 2016 New Orleans, USA

Building Challenger Brands

Joe Pagliaro
Heineken Beer, USA

From this two-day convention, you will come away with aligned ideas and actionable strategies to implement in your operations. You will quantum leap your current level of thinking and redefine the next level of performance. You will learn from leading experts, practitioners, and industry leaders as to:

- What is driving the next round of evolution
- How is the marketplace changing with so many segments and choices
- How will technology enable the industry supply chains
- How packaging innovations will drive market success
- What is next for sustainability and corporate responsibility
- How to redefine brands and branding
- Why social advocacy will drive future industry shifts

Biography

Joe Pagliaro is a 20+ year veteran of the CPG industry. After graduating from Rochester Institute of Technology with a BS in Packaging Science, he has worked for various leaders in the category, including Johnson & Johnson, Unilever, Diageo, Anheuser-Busch InBev and most recently Heineken USA, amongst others. His entire career has been rooted in Innovation with the first 15+ years in an engineering/technical capacity and the last 5+ in Marketing. He holds a number of patents and is responsible for game changing innovations in both the food and beverage alcohol industry. Having a marketing and innovation focus with a technical background, he is widely considered a disruptor and possessing an expertise to manage complex projects through large corporations that are not comfortable with change.

Notes: