

# PEOPLE MMR

*“Our remodels continue to exceed our annual sales lift target as we fine-tune our product assortment, pricing and merchandising in each store.”*

Peter Lynch, Winn-Dixie

*“Our company is positioned extremely well. This is a time when our customers need us. We’re there.”*

Tom Schoewe, Wal-Mart

## PEOPLE NEWS

**DISCOUNT DRUG MART:** Discount Drug Mart Inc. has named Anita Fontana director of advertising and marketing. She has extensive business experience in the consumer packaged goods industry working with both retailers and manufacturers in such areas as sales, marketing, public relations and communications.

**COCA-COLA SENIOR VP:** Coca-Cola Enterprises Inc. has appointed Pamela Kimmet to the post of senior vice president of human resources. She is responsible for overseeing the development and implementation of global human resources initiatives and reports to John Brock, president and chief executive officer.

**GALLERIA PROMOTION:** Galleria Retail Technology Solutions has announced the promotion of Doug Erickson to executive vice president of global sales and marketing. He is responsible for growing Galleria's global business, which currently includes Food Lion, Giant Eagle, Hannaford, Tesco and several of the world's top 20 retailers.

**ADDITIONS AT GMDC:** GMDC has named Jane Colvard as its manager of member services. In a separate announcement, Christopher DePetris has been appointed director of wellness programs. He is responsible for advancing GMDC's leadership position in wellness in the General Merchandise and Health, Beauty and Wellness supplier, wholesale and retailing industries. Colvard's responsibilities include focusing on growing GMDC's membership and conference attendance.

**NIELSEN CO. MOVES:** The Nielsen Co. has named James Russo to the newly created position of vice president of marketing for the food and beverage industry sector. Separately, the company announced the appointment of David Parma to the post of global product leader for the company's Customized Research group.

**ANNYER USA EXECUTIVE:** Industry executive Mike Weiss has recently joined the European-based Annyer Paris as vice president of global sales and marketing. Annyer will be establishing a new North American division called Annyer USA, which Weiss will manage.

## A Passion for Actionable Data

By Greg Jacobson

SHELTON, Conn. — The consumer packaged goods business has always provided a good match for Kurt Jetta's interest in quantitative analysis. Founder and president of the TABS Group, Jetta recently completed his doctoral degree in economics at Fordham University with groundbreaking research on retail price promotions that promises to revolutionize business applications as well as academic marketing theory.

Achieving the Ph.D. was the culmination of an interest and a talent fostered since his days as an undergraduate at North Carolina State University. Jetta subsequently earned an MBA



Kurt Jetta

degree from the Fuqua School of Business at Duke University.

After graduation Jetta went to work at Playtex Products, where he worked in sales and marketing and developed the company's trade marketing department. He then went on to serve as chief executive officer of Binky-Gription Inc., a baby care company that was acquired by Playtex after achieving revenue growth of 75% under Jetta's leadership.

At that point, Jetta recalls, he was faced with the choice of following a career path in corporate management or pursuing his interest in data analysis. He opted for the latter course, seeing opportunity in the industry's need for better, more actionable data analysis than traditional category management was producing.

“I just knew there was a better way, and I saw an opportunity to really make a contribution and innovate in the way data analysis was used,” he says.

He founded the TABS Group in 1998 as a one-man operation serving one client. In 2001 came the big break, a major engagement with a hair accessories supplier. That provided Jetta with the capital to invest in the TABS Group's growth, and he hired Bill Nolan, now a partner in the firm.

Since then the company has grown at a clip of about 40% annually, adding staff steadily to

handle its growing client base. It has introduced data analysis tools every year since, with the debut of Total Store Analytics (TSA) in 2006 marking a major milestone.

TSA gives manufacturers and retailers the ability to obtain retailer-defined category analytics at the department, area and total store levels. The program enables users to carry out strategic space allocation, identifying which categories deserve the most visible locations while optimizing category adjacencies.

“We were able to crack the code on analyzing the entire store at the UPC code level,” Jetta explains.

TSA makes possible informed merchandising decisions that have typically been made on the basis of experience or gut instinct. It is now being tested at the department level by a number of retailers.

Jetta's doctoral work will almost certainly prove to be an even bigger milestone, not just for the TABS Group but for the industry. Specifically, he theorized and then demonstrated that incremental retail sales generated by promotions are entirely incremental to the retailer and the promoting manufacturer; there is no post-promotion dip in sales, either for the short term or the long term, nor is there a drop in sales for competing brands or for the promoted item at competing retailers. In the words of Jetta's thesis title, it's all incremental.

“This was something I've been seeing for 20 years,” he comments. “Now there's an explanation for why those revenues are incremental. Not only does the data demonstrate it, but there's a theoretical foundation under it.”

Looking ahead, Jetta sees more growth for the TABS Group, but for the CPG and mass market retailing industries the need for more innovative data analysis remains. “Why keep investing in tools that generate 1% growth?” he asks. “Our approach is, if you use data the right way, you can drive big increases in sales and profits.”

## Stop & Shop Taps Execs For Rx Posts

QUINCY, Mass. — Stop & Shop Cos. has promoted two executives to oversee the pharmacy business for the Stop & Shop and Giant Food supermarket chains.

Jim Wonderly, who was vice president of general merchandise and health and beauty care for Stop & Shop and parent company Ahold NV's American Sales Co. (ASC), has been named vice president of pharmacy. Wonderly was one of the founding executives of ASC in 1994. Before that he served as director of GM/HBC for Tops Markets LLC, which Ahold acquired in 1992.

In addition, Joel Berman has been appointed vice president of pharmacy operations, reporting to Wonderly. An 18-year veteran, Berman started as a pharmacist, rising to be regional pharmacy manager and senior director of pharmacy operations.

## Shivers Succeeded by Salm at Publix

LAKELAND, Fla. — Publix Super Markets Inc. vice president of risk management Ed Shivers has retired after 50 years with the company.

Shivers began his Publix career in 1958 as a part-time front-service clerk in Winter Park, Fla. In 1967 he became a store manager in Gainesville, Fla., and

in 1976 was promoted to district manager, assigned to the Daytona Beach area. He was promoted to director of insurance and safety in 1978 and was named to his current post in 1985.

“Ed made enormous contributions to Publix and to our industry by serving in various ways, including being a founding member

and past chairman of the Food Marketing Institute committee of risk management and a governor's appointee on two Florida workers compensation oversight boards,” said Publix president Todd Jones.

Replacing Shivers as vice president of risk management is Marc Salm, who joined Publix in 1997.

## Broader Exits From Sweetbay

TAMPA, Fla. — Shelley Broader, chief executive officer of Sweetbay Supermarkets, has left the company to accept a position outside of supermarket retailing.

Broader joined Hannaford Bros., Sweetbay's parent company, in 1991. In 2004 she took on the task of rebuilding Hannaford's Kash n' Karry chain, which was rebranded as Sweetbay Supermarkets. “Shelley has been the driving force in the development of the Sweetbay concept and brand, and her passion for the business has helped build a new, vital organization in a very short time,” says Ron Hodge, president and chief executive officer of Hannaford.

## Promotions Strengthen Supervalu

MINNEAPOLIS — Supervalu Inc. has made a number of appointments in its merchandising group.

Rich Juliano has been named group vice president of home, health, beauty care and general merchandise, with responsibility for the company's supplier diversity team and merchandising services group.

Todd Michael, who had been group vice president of merchandising for Supervalu's Retail West division, is now group vice president of grocery, with responsibility for convenience and fuel as well as total alcoholic beverage. Reporting to Michael is Eric Hymas, who has been named vice president of grocery, replacing Bill Gillispie.

Ed Hanson, who was group vice president of merchandising for Retail Midwest, will add Retail West merchandising to his responsibilities.

Additionally, Duane Morris has been promoted to vice president of merchandising services, reporting to Juliano. Morris oversees the utilization of common merchandising tools across the company.

Also reporting to Juliano is Mike Byron, who has been promoted to vice president of supplier diversity. He has led Supervalu's supplier diversity program for two years.