

NADINE ROUTHIER

11675 Rainwater Drive • Alpharetta, GA, 30009
• 254.410.7600 or 678-521-0462 • nrouthier@pdisoftware.com

APPLICATION FOR NACS SUPPLIER BOARD 2019

Dear NACS committee,

Please find attached my application for your consideration to join the NACS SUPPLIER BOARD 2019.

If afforded the opportunity to be part of the NACS supplier board I am confident that I can represent NACS's Supplier Members as well as the mutual interests of NACS'. As a results oriented leader with roots in the retail and convenience channel I have a deep understanding of changing market dynamics.

I bring a fresh perspective and collaborative approach combined with global experience in technology to help address the challenges facing the convenience industry. My passion and knowledge of the industry combined with a thought leadership mindset makes me a great resource to leverage.

It would be my privilege to represent and serve the NACS Retail and Supplier Members as a voice to further achievement of its mutual strategic initiatives.

I appreciate the consideration and look forward to your feedback.

Best regards,

Nadine



Nadine Routhier | Chief Marketing Officer

11675 Rainwater Drive, Suite 350.

Alpharetta, GA 30009

Office 254.410.7600

Cell 678.521.0462

nrouthier@pdisoftware.com

www.pdisoftware.com

2019 NACS SUPPLIER BOARD APPLICATION

I am applying for a position on the 2019 NACS Supplier Board. DATE: _____

NAME: _____

TITLE: _____

COMPANY: _____

COMPANY WEBSITE: _____

I SIT ON THE FOLLOWING COMMITTEE: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

What is the percentage of your company's business in the convenience channel?

Are you the person within your company who has overall responsibility for the convenience channel?
If not, do you have direct access to the person that does?

What is the product or service that your company offers?

2019 NACS SUPPLIER BOARD APPLICATION

Describe your NACS committee experience (include years served, positions held, projects worked on)?

What contributions have you made to the convenience industry (include NACS activities or other industry activities)?

Please attach information to contribute more about your industry and personal experience (resumes and letters of recommendations are welcome):

- Personal History/Information
- Education
- Career History
- Affiliations
- Honors/Award

Please email to Jessica Rowe: jrowe@convenience.org.

***** Applications and supporting materials must be received by March 21, 2018 *****



NAME: Nadine Routhier
TITLE: Chief Marketing Officer, SVP of data aggregation.
COMPANY: PDI
COMPANY WEBSITE: www.pdisoftware.com

I SIT ON THE FOLLOWING COMMITTEE: Supplier Membership Committee

ADDRESS: 11675 Rainwater Drive, suite 350 , Alpharetta, GA 3009
PHONE: O: 254.410.7600 C: 678.521.0462
EMAIL: nrouthier@pdisoftware.com

Executive with over 25 years of success in Technology and Retail and Convenience / Petroleum Channel.

Results-oriented leader with proven success in defining and executing successful business strategies. Background includes strategic initiatives focused on business expansion and acquisition. Strategy and operational execution, marketing, product management, and channel go to market. Proven ability to identify, assess and execute on new solution/service innovations, strategic partnerships and acquisitions leading to significant growth.

- Global retail industry, convenience retail petroleum, hospitality (quick service), telecom and services experience.
- Thought leader with a track record of driving profitable growth and improving customer satisfaction.
- Brings a customer first mind-set, a passion for customer advocacy and the changing dynamics in the convenience retail and petroleum industry.
- Versatile and hands-on problem solver who excels in delivering results, embraces collaboration and creating alignment across organizations.
- Extensive M&A experience and proven ability to help retail operators get to market faster, deliver measurable value and differentiation.
- Fluent in English and French.

NOMINATIONS / AWARDS

- 2016 Nominated to **Channel Chiefs** by CRN
- 2012-2013 served on the **Atlanta Marketing Executive Round Table** (MERT)
- 2010 Technology Association of Georgia (**TAG**) **Excalibur Award** for Predictive Services (INNOVATION)
- 2007 nominated as "**Woman of the Year**" by Women in Technology Association while serving as chief financial officer of NCR's Retail business, for her accomplishments in driving revenue growth and profit improvement through the reengineering of business practices, successful delivery of cost reduction initiatives, smooth integration of two acquisitions and implementation of an improved Sarbanes Oxley control environment.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer, SVP Data and Business Development

OCT 2016 - PRESENT

Reporting to the CEO of PDI

Leads strategy, planning, development and execution of strategic marketing initiatives including our brand, market research, go to market and demand creation including building share of voice by leveraging PR, advertising and social media across channels. Her role also extends to growing PDI's data aggregation business and strategic alliances.

Notable accomplishments

Created and launched a new brand identity that clearly differentiates PDI, resonates in the industry and reflects the inclusion of our acquired businesses in less than 9 months. Instrumental in operationalizing M&A and integrating 7 acquisitions in the last 18 months.

Chief of Staff, VP Strategy, Marketing, Channel and Solution Management JULY 2014 – OCT 2015

Reporting to the President and Senior Vice President of NCR Retail Solutions Division, \$2B division within NCR

Led the development of Retail's Strategic Long-Range Plan, Vision 2020 growth initiatives and conceived our Customer Experience Retailing framework to bring to market our Unified Commerce and Store Transformation strategic offers as well as developed an open-ecosystem that enables the monetization of an API economy. Developed and launched convenience retail and petroleum channel solutions focused on improving customer experience and store operations such as Cloud Connect, Advanced Marketing/engagement platform, mobile ordering and OPTIC (EMV pay at the pump).

Integral in bringing an outside-in view and driving the shift from point products to platforms and strategic offerings in how we bring new solutions to market with the establishment of phase gates as well as business plans to measure success. Manage a \$600M SW and Cloud Services related portfolio of end-to-end solutions to expand digitally integrated SW apps enabled by Retail ONE & Power Enterprise to deliver on Unified Commerce and build an API economy with certification programs to fuel new business models and create new customer interactions by expanding touchpoints to enable Store Transformation.

In September 2014 expanded areas of responsibility beyond strategy, marketing and product management to include channel and distribution and was promoted to Chief of Staff in 2015.

Channel go-to-market

Since taking responsibility for the Retail channel in October 2014, Nadine has focused on NCR Retail's channel go-to-market and strategy from a global perspective; establishing a success measures, global distribution framework and common practices, built a channel focused team and ecosystem of partners to drive the growth of the channel in supermarket, general merchandise and convenience retail.

Improved transparency, communication, collaboration and partner advisory board to guide the priorities. Improved our partner index satisfaction score by 2 pts globally due to programs that make us easier to do business with and driving consistency in execution and delivering on joint initiatives. In 13 months, Nadine grew the Channel Business by 7% in 2015 by building out the Interact Program, recruiting, on boarding and scaling 15 new partners in over 5 countries.

Marketing and Sales Enablement

Since taking responsibility for Retail marketing in August of 2014, Nadine has focused on re-building the value marketing creates for the business with measurable outcomes and a strong return on investment. Rationalized the marketing spend and organization by 50%, while re-investing 40% of the savings into programs that yield compelling ROI that is aligned to the business growth initiatives. Re-prioritized investments to focus on demand creation, sales enablement to drive leads and funnel. Established a common management system and metrics to measure and communicate results.

- Established message maps and framework to communicate a consistent unified, cohesive brand and message across our solutions and segments and sales/marketing materials (both internal and external)
- Developed engaging, relevant, valuable content reflecting "voice of the customer" and "voice of the market"
- Successfully launched more than 30 new solutions with clear differentiation of our value proposition and offerings in the market.
- Built a lean, high performance team that is now shaping outcomes vs. reporting activities.

VP Strategy and Operations**December 2012 – July 2014**

Adopted an outside-in approach guided and driven by market insights, customer business drivers and needs, value creation and customer experience are key to success. Worked cross functionally to operationalize the fiscal year plan and established a management system and cadence to measure progress. My passion to serve customers and improve overall experience led a number of special projects including support of the Retalix integration, developing a Customer Satisfaction program which led to an overall improvement in our truly loyal rating of 2 pts.

Accepted the challenge to “winback” the customer while improving service delivery, re-building the relationship and restoring service consistency to deliver on customer availability expectations during peak season as well as cost targets.

Notable accomplishments:

Successfully executed a recovery strategy for our largest Retail services client. Developed a winning playbook and operationalized a cross functional recovery plan that led to 100% of all lanes available for black Friday and winback of over \$150M in annual services revenue.

Vice President, General Manager of Telecom & Technology Services**Jan 2011-Dec 2012**

Grew a \$300M services business by 10% by expanding geographic reach and new business.

- Global P&L responsibility to shift from a cost center / service delivery organization to a customer centric, growth enabler for customer services.
- Developed a “white label” go to market strategy and global organization focused on a high availability services portfolio that help customers design, implement, and manage advanced telecommunications and technologies including LAN/WAN, IP Telephony, wireless LANs, VPNs and video systems.
- Accomplishments included developing common processes and certification programs to drive high availability services that are repeatable and scale globally.

Vice President, Services Marketing & Product Management**January 2008 – 2011**

Develops & manages a comprehensive services portfolio that provides measurable value to customers and differentiates NCR from our competitors to drive services profitable growth.

- Global responsibility for \$2.4B Services revenue across NCR’s targeted solutions/industries including Financial, Retail/Petroleum Convenience Retail, Hospitality, Telecom, Travel/Gaming, Healthcare and Entertainment.
- Responsibilities include Marketing and Service Offer Management (Product Management) such as Services strategy, market / competitive intelligence, requirements definition, priorities and delivering a complete offer portfolio based on voice of the customer and services innovation. Establish the 3 ONs, on-time, on-budget, on-spec to drive success.
- Increased Services attach rate by more than 3pts by leading the transformation of highly customized, deal based services into defined packaged offers that are “productized” making them easier to sell and improves delivery.
- Implemented formalized stage gate process to ensure offer realization and consistency of deliverables.
- Manages Marketing budget and develops go to market, sales kits and communication plans including program priorities, investments and business plans.

Vice President, Customer Services**January 2007-January 2008**

Led key initiatives focused on new customer footprints, winbacks, services attach and incident reduction that resulted in a 7% growth in revenue, exceeding order plan and achieving CPC.

- Global responsibility Customer Services Business for Retail, Hospitality and Self-service Division ~\$500M
- Created the vision/strategy as well as led key initiatives to drive services growth through win-backs, new customer footprints and incident reduction that resulted in a 7% growth in revenue, exceeding order plan and achieving CPC.
- Responsibilities include Sales, Marketing, Service Offer Management as well as Services Design.
- Customer centric approach focused on improving our value proposition resulting in stemming price/contract erosion through incident reduction, the incorporation of design for serviceability principles and reliability in order to maximize the availability of purpose built solutions upfront as part of the development and product release in order to reduce the overall total cost of ownership, increase remote resolution, that will over the life cycle yield improvements that will enhance the service experience by incorporating best practices, consistency in services deployment and delivery excellence on a consistent basis globally.

CFO, Retail Solutions Division (RSD)**January 2004-January 2007**

Led key initiatives resulting in achieving revenue growth/profit improvement objectives by championing change, reengineering business processes while delivering cost reduction commitments, improving the management system and successfully implementing new businesses.

- CFO of a ~\$900M division of NCR with Global responsibility focused on achieving revenue growth/profit improvement objectives by taking a hands-on approach to championing change by successfully reengineering current business practices/processes while delivering cost reduction commitments through CRVE product cost reduction/value engineering initiatives including off-shore development.
- Implemented strategic initiatives including the acquisition of a self-service entity and Business Management System that improved outlook accuracy.
- Decisive, problem-solver skilled at implementing change in a matrixed, cross functional organization.
- Improved Finance value-proposition through decision support excellence. Recognized for building and developing a performance based, results oriented team culture.
- Improved control environment and achieved Sarbanes Oxley 404 certification.

Director, Pricing**June 2001- January 2004**

Improved GM yield by executing a value-based approach to pricing using frameworks based on analytics vs. cost plus for new retail store automation solutions.

- Global responsibility for developing, recommending and executing pricing strategy and tactics that support the achievement of the Division's business plan.
- Achieved a cost reduction target of 30% by reengineering key pricing processes and practices.
- Provide analytical support by working in close collaboration with product management teams to help Senior Management make R&D investment decisions, develop recommended pricing structures that maximize our product/solution value proposition based on competitive positioning as well as the objectives set in the business plan.
- Co-chair price committee to establish price setting, approve pricing frameworks and communicate bid review guidelines and exception management.
- Developed Best Practices for Reverse Auctions and published an internal White Paper.

Director, Business Impact Modeling**1999-June 2001**

Built a new organization that developed Business Impact Modeling tools that resulted in driving over \$40M in incremental Sales Revenue and On-Line Sales Enablement Tools.

- Created the vision, strategy and implemented a global Business Impact Modeling capability for RSD.
- Grew the team from 2 to 10 Marketing & Industry consultants.
- Successfully "productized" a service offer designed to convert pilots to rollout for new technologies
- Conceived a multi-million dollar investment in web-infrastructure and business process methodology that provides effective sales, marketing & consulting tools for value quantification. This on-line, real-time modeling capability includes demand creation tools for direct mail campaigns, database repository of composite industry metrics for customer / benchmark comparisons, web-based training and management reporting.
- Increased new users by 20% and existing user activity by 30%

Director, Business Impact Modeling

- Established industry relations as Member of the Service Marketing Advisory Board 1999 at Owen Graduate School of Management and sponsorship of Industry Marketing Research at Indiana University.
- Great Performance Recognition in 2000 for driving improved operational efficiencies by leveraging Business Impact Modeling capability across multiple business units.
- Recipient of Microsoft RAD award

Program Manager, Industry Marketing**1997-1999**

Developed and implemented marketing program strategies for retail in-store merchandising & pricing solutions.

Conducted market research in order to identify key business drivers, usability requirements and consumer satisfaction surveys to define and prioritize future product requirements. Developed a compelling business case for making a multi-million dollar R&D investment for major product changes that resulted in strategic customer win and chain wide rollout.

-

- Responsible for bringing new solutions to market and business plan realization. Responsibilities included branding, developing, managing and implementing demand creation/communication plans, collateral, competitive and market intelligence, sales training, industry relations and event/trade show management.
- Gained in-depth retail Industry knowledge and experience that resulted in developing a process methodology and tools to quantify the value of new solutions based on increasing the retailer's profit wedge in the areas of customer service & satisfaction, revenue growth, margin improvement and/or operational efficiencies.

Product Manager, Global Sales Support, Retail**February 1995-1997***Primary interface to our Customer Focused Teams - EMEA, Canada, Latin America and 5 US teams.*

- Provided Subject Matter Expertise for new products, sales education, proposal, customer briefings, trade show demonstration and presentation support. resulting in sales exceeding \$20 million.

NCR Canada Ltd / AT&T GIS**Dorval, Quebec, Canada****Sales Account Manager****May 1990 - January 1995**

- Promoted through a number *sales roles of increasing responsibility in Retail and grew sales revenue by over 15% in excess of \$2 million.*

NOMINATIONS / AWARDS

- 2016 Nomination to Channel Chiefs by CRN
- 2012-2013 served on the Atlanta Marketing Executive Round Table (MERT)
- 2010 Technology Association of Georgia (TAG) Excalibur Award for Predictive Services
- 2007 nominated as "Woman of the Year" by Women in Technology Association while serving as chief financial officer of NCR's Retail business, for her accomplishments in driving revenue growth and profit improvement through the reengineering of business practices, successful delivery of cost reduction initiatives, smooth integration of two acquisitions and implementation of an improved Sarbanes Oxley control environment.
- 2001 Recipient of Microsoft RAD award for Business Impact Modeling Tools
- Member of WIN (Women in NCR)

EDUCATION

Bachelor of Commerce, CONCORDIA UNIVERSITY

Marketing and Finance, Montreal, Canada

CORNELL UNIVERSITY, Ithaca New York

Executive Program, Summer June 1997 Retail Food Industry

CERTIFICATIONS**Six Sigma Executive Belt and Green Belt**



4001 Central Pointe Parkway
Building 200
Temple, TX 76504

O: 254.410.7600
F: 254.410.7617

www.pdisoftware.com

March 21, 2018

Bob Hughes
NACS V.P., Supplier Relations & Expositions
1600 Duke Street
Alexandria, VA 22314

Dear Bob,

Please accept this letter of recommendation for Nadine Routhier for a position on the NACS Supplier Board of Directors. I believe Nadine is a strong candidate to be considered to fill any current or upcoming vacancy.

I've had the pleasure of working with Nadine over the past decade both at NCR Corporation and PDI Software. During this time, I've witnessed her professionalism and commitment to the convenience retail industry. Nadine is an analytical and critical thinker who would leverage her 25+ year technology and convenience retail career to further the achievements of NACS and the NACS Supplier Board initiatives.

Nadine has a strong background in our industry. She is well versed on current and upcoming technologies that directly impact customers and their businesses. Nadine's passionate to achieve the best outcomes for our business and our customers. She truly lives our mission of helping customers and employees thrive.

From her experience at multiple highly-regarded software companies, her specialization in the convenience retail industry, and her work on the NACS Supplier Membership Committee, Nadine has the knowledge and background to serve as a resource for NACS and represent a voice for our industry.

There are those that can always be called upon to address the task at hand, to take on additional leadership roles, and accomplish initiatives to the highest degree. Nadine embodies these traits and abilities. I urge you to strongly consider Nadine's application.

Please feel free to reach out with any questions regarding Nadine's qualifications.

Sincerely,

Jimmy Frangis
Chief Executive Officer
PDI Software