NACS CEO Summit

April 23-24, 2019 Park Hyatt Chicago Chicago, IL

Featured Speakers



Edwin Bodensiek FOUNDER, CRAVETY

Bodensiek is the founder and chief experience officer for Cravety, a U.S.-based consulting firm specializing in creating competitive advantage by aligning people, processes, places and public personas into a brand experience. Cravety's clients range from retail-based franchise operations, commercial logistics and freight operations, banking and law to numerous trade associations, the medical cannabis industry and major research universities.

In 2016, Miles & Stockbridge named Bodensiek as its chief experience officer, the first such position at any U.S. law firm. Bodensiek previously managed more than 30 hospital and outpatient brands as head of brand and communications for Select Medical, a \$5 billion public company with 45,000 employees. Bodensiek has also held communications and marketing leadership roles for Johns Hopkins University and the Fulbright Scholar Program. In 2007, President George W. Bush appointed Bodensiek as director of outreach and communications for the U.S. Department of the Treasury.

In his spare time, Bodensiek hosts a podcast on the coming convergence between marketing, customer experience and human relations (xDivel iv e.com). In 2018, Bodensiek founded Futurefy Work, a learning lab to help organizations design viable employee experience models. In 2019, Bodensiek will expand the concept to launch Futurefy Marketing, a specialized training on customer experience as nextgeneration marketing. Bodensiek is a contributing author of *Innovations in CX* (Wilmington Press, 2018).

Connect with Ed: cravety.com., ed@cravety.com



John Burkhardt, Ph.D. VICE PRESIDENT OF BEHAVIORAL SCIENCE & CUSTOMER INSIGHTS, CRAVETY

Burkhardt is a neuroscientist and behavioral scientist specializing in competitive behavior change. Burkhardt's work applies neuroscience, behavioral economics and data analytics in the commercial space to understand, predict and influence behavior.

Originally a research scientist, Burkhardt has worked as a professor of neuroscience on faculty at the University of Oslo in Norway, the Champalimaud Centre for the Unknown in Lisbon, Portugal, and the National Institutes of Health in Bethesda, Maryland.

Subsequent to his academic career, Burkhardt worked with the Vitruvian Group, a boutique management consultancy, and iMotions A/S, a software company specializing in biometric research. He has also served as director of behavioral science at Integrated Systems Inc., a government contractor with a large practice in the IRS, SEC and Department of Defense.

Burkhardt has delivered keynote addresses in North America and Europe on behavioral economics, applied neuroscience, consumer engagement and the ethics of behavioral practice. He earned a B.S. in experimental psychology from Duke University and a Ph.D. in neuroscience from Wake Forest University. Burkhardt currently serves as an adjunct faculty member at Columbia University's School of Business.



Jeanne Danubio PRESIDENT, NIELSEN CONNECT NORTH AMERICA

Jeanne Danubio is Nielsen's president of the Connect business for U.S. and Canada. She is responsible for Nielsen's commercial relationships with retailer and FMCG manufacturer clients in North America. Since joining Nielsen in 1987, she has also led the U.S. and global retail commercial and product teams, marketing and sales effectiveness practices for developed markets, the Nielsen Canada business, Consumer Insights North America, global shopper analytics and large individual client engagements, including Unilever, General Mills, RB and PespiCo.

Danubio holds an engineering arts degree from Michigan State University. She lives in New Jersey with her husband, Joe, and daughters Kristen, Melissa and Laura.



Roch Parayre, Ph.D. FOUNDER AND CEO, STRATEGIQUE TEACHING FELLOW, THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Dr. Parayre is the CEO and founder of Strategique, a boutique strategy consultancy, and he is also a teaching fellow in executive education at the Wharton School, University of Pennsylvania.

A strategist and master teacher who blends rigor with contagious enthusiasm, Dr. Parayre speaks, consults and facilitates strategy sessions with senior executives. His focus is on how people and organizations think, decide, compete and innovate. He urges leaders and organizations to adapt or die: "My job is to energize people – both in the classroom and in the boardroom. If you aren't passionate about your strategy, you'll never get the buy-in you need to grow and transform your business."

Dr. Parayre teaches executives at the Wharton School, Duke Corporate Education at Duke University, the Tuck School of Business at Dartmouth College, as well as at INSEAD in France. He has advised leaders and given executive education seminars in five continents to companies, including Coke, GE, Microsoft, Disney, L'Oreal, BlackRock, Comcast, Mayo Clinic and the US Olympic Committee, to name a few, on topics such as scenario planning and strategy, innovation, decision making and strategic leadership.

He was previously a senior fellow in the Mack Center for Technological Innovation at the Wharton School and was on the faculty at the Cox School of Business at Southern Methodist University, where he won numerous MBA teaching awards. His research work has been published in a variety of academic journals, industry reports and trade publications. He holds an undergraduate degree in applied mathematics magna cum laude from the University of Ottawa, a Master's degree in engineering-economic systems from Stanford University and a Ph.D. in business strategy from the University of British Columbia.

Featured Speakers



David Tate PROFESSOR, YALE SCHOOL OF MANAGEMENT, YALE UNIVERSITY

Tate is a licensed clinical psychologist, professionally certified coach and organizational consultant. He is an assistant clinical professor in psychiatry at Yale University, where he received the 2013 Distinguished Faculty Award. He is also a lecturer at the Yale School of Management, where he teaches within both the graduate and executive education programs. He also conducts leadership development activities within the Yale Greenberg World Fellows Program.

Tate is principal at Tate Consulting Group, a boutique consultancy that focuses on executive coaching and leadership advising, family-owned and closely-held enterprises, strategic planning and promoting healthy organizational development. Tate has worked with leaders and senior managers in healthcare, financial services, manufacturing, distribution, publishing, media/design and construction.

Tate received his B.S. at Cornell University and his Ph.D. in clinical psychology at the University of Virginia. He completed pre- and post-doctoral fellowships at Yale University before joining the faculty. He earned a certificate in family business advising from the Family Firm Institute, where he is a fellow. He is a graduate of the Executive Coaching Academy and has completed additional coaching certification through the Institute for Professional Excellence in Coaching.

He is the co-author of *Sink or Swim: How Lessons from the Titanic Can Save Your Family Business* and is currently working on a new book, *Accountability Everywhere*, about how to promote accountability within self, relationships, teams and organizations.

Retailer and Supplier Bios

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Bob Arnold President, Alternative Channels Mondelēz International

Professional Biography

Arnold is the vice president of channels, leading Mondelēz's warehouse sales business unit, which works with convenience retail, distributor management, broker services, drug, value, club, foodservice, vending, natural grocery and non-traditional food retail partners. Arnold joined Mondelēz in April 2018 with more than 19 years of CPG and retail experience and has held various senior leadership roles with Bacardi, Coca-Cola and InBev, responsible for the total commercial operations. Arnold's relentless desire to build strong meaningful partnerships has been validated through various immediate consumption, foodservice and route-to-market projects that have transformed numerous businesses within several different categories across multiple channels.

Company Description

Mondelēz International Inc. (NASDAQ:MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global power brands, such as Oreo and belVita biscuits; Cadbury Dairy Milk and Milka chocolate; and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index.





Andrew Clyde President & Chief Executive Officer Murphy USA

Professional Biography

Clyde is president and chief executive officer of Murphy USA Inc. He joined the company in 2013 to lead its spin-off from Murphy Oil Corporation and establish the business as a strong stand-alone public company. With a growing network of more than 1,400 retail stores in 26 states, Clyde and the team at Murphy USA serve more than 1.6 million customers each day.

Prior to joining Murphy USA, Clyde was a partner in the global management consulting firm Booz & Company, where he served as the North America energy practice leader and managing partner of the Dallas office. In his 20 years with the firm, he advised and supported energy and retail clients in more than 30 countries on strategy and performance improvement engagements.

Clyde actively supports the El Dorado and greater Arkansas communities by serving as a director on the boards of the Arkansas Research Alliance, Federal Reserve Bank of St. Louis' Little Rock branch and El Dorado Festival & Events Inc. He also serves on the board of the De Soto Area Council of the Boy Scouts of America and was a 2016 recipient of the National Distinguished Eagle Scout Award.

Clyde earned his BBA at Southern Methodist University, where he serves on the Edwin L. Cox School of Business Executive Board. He received his MBA with distinction from the Kellogg Graduate School of Management at Northwestern University.

Company Description

Murphy USA (NYSE:MUSA) is a leading retailer of gasoline and convenience merchandise with more than 1,470 stations located primarily in the Southwest, Southeast and Midwest United States. The company and its team of nearly 10,000 employees serve an estimated 1.6 million customers each day through its network of retail gasoline stations in 26 states. The majority of Murphy USA's sites are located in close proximity to Walmart stores. The company also markets gasoline and other products at standalone stores under the Murphy Express brand. Murphy USA ranks 279 among Fortune 500 companies.

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Joseph DePinto President & CEO **7-Eleven Inc.**

Professional Biography

DePinto is the president and CEO of 7-Eleven Inc. and leads the premier company in convenience retailing. Globally, there are more than 67,000 7-Eleven stores of which 11,800 stores are in North America. Before being appointed chief executive of 7-Eleven Inc. in 2005, DePinto was president of GameStop Corporation. He has also held executive positions at PepsiCo Inc. and Thornton Oil Corporation. Currently, DePinto is a board director of 7-Eleven Inc., Seven & i Holdings Co., Ltd. (TYO: 3382) and is the chairman of the board of Brinker International (NYSE: EAT).

In December 2017, DePinto was appointed a civilian aide to the Secretary of the Army. He also serves on the boards of NACS, Business Executives for National Security, Johnny Mac Soldiers Fund, UT Southwestern Medical Foundation and Dallas Citizens Council. Additionally, DePinto is a council member of the George W. Bush Presidential Center Military Service Initiative, Kellogg School of Management Global Advisory Board and the Dallas Stars Ownership Advisory Group.

A native of Chicago, DePinto earned a bachelor's degree in engineering management from the United States Military Academy at West Point and a Master of Business Administration from the Kellogg School of Management at Northwestern University.

Company Description

7-Eleven Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven[®] operates, franchises and/or licenses more than 67,000 stores in 17 countries, including 11,800 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into highquality salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings, cheeseburgers and hot chicken sandwiches. 7-Eleven offers customers industryleading private brand products under the 7-Select® brand including healthy options, decadent treats and everyday favorites, at an outstanding value. Customers also count on 7-Eleven for bill payments, self-service lockers and other convenient services. Find out more at www.7-Eleven.com or via the 7Rewards[®] customer loyalty platform on the 7-Eleven mobile app and also on Facebook, Twitter and Instagram.





Jay Erickson President **EG America LLC**

Professional Biography

Erickson is the president of EG America, headquartered in Cincinnati, Ohio, with oversite of all U.S. activities, including 1,042 convenience and fuel centers in 24 states and a newly acquired fuel wholesale company in New York. EG America is a division of the EG Group based in Blackburn in the United Kingdom. EG Group operates more than 5,400 stores in seven European countries, Australia and the U.S.

Erickson joined the company in 1995 as a store manager with the Loaf 'N Jug division of The Kroger Co. c-stores in Colorado. Throughout his career with Kroger, Erickson developed a broad understanding of the fuel and convenience industry by accepting positions in multiple areas of the business.

Initially, with his focus on technology, Jay worked his way from store manager to an analyst position in IT to the director of information systems and security with the corporate c-store technology team in 2003. In 2010, Erickson made the transition to vice president of retail operations, followed by the vice president of merchandising role two years later. With a diverse understanding of c-stores, Erickson was asked to lead the Kroger c-store transition project with focus on the reorganization of five Kroger c-store banners, impacting 786 stores across 18 states.

In 2016, Erickson relocated to Cincinnati as the director of perishable merchandising and food service in the newly formed centralized c-store division of The Kroger Co. The following year, Erickson accepted the leadership role of president of the Tom Thumb banner in Florida and quickly assumed responsibility for the Turkey Hill group of stores in Pennsylvania and Ohio. In September 2018, following the acquisition of the Kroger c-stores by EG Group, Erickson took on his current role as president of EG America.

Erickson is a graduate of Colorado State University, earning both a Bachelor of Science and a Master of Science degree in management information systems. He later earned his MBA from Colorado Technical University.

Company Description

EG Group is the world's leading independent fuel station and convenience retailer, with a diversified portfolio of sites across eight countries in Europe and North America. By the end of 2018, EG Group will operate circa 5,000 sites globally, employing more than 25,000 people and generating pro-forma revenues in excess of \$20 billion.

EG Group has made a significant commitment to delivering a modern consumer retail offer, which exceeds expectations and creates a true "one stop" retail destination to satisfy multiple consumer missions. As part of its strategy to deliver profitable growth, EG Group partners with premium brands across its product and service offerings. On the fuel side, EG Group partners with prominent fuel brands, such as Esso, BP, Shell and Texaco. In convenience retail, the business has cultivated relationships with well-known retail and grocery brands, while EG Group's food-to-go partners include globally recognized brands such as Starbucks, Burger King and Subway.

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Joe Fragnito President & Chief Commercial Officer **R.J. Reynolds Tobacco Co.**

Professional Biography

Fragnito started at R.J. Reynolds in October 2016 as president and chief commercial officer. Before joining Reynolds, Fragnito had a 16-year career with Kraft Foods/ Kraft Heinz, where he progressed along a traditional marketing career path, holding a number of marketing and innovation roles across multiple product categories. Prior to joining Reynolds, Fragnito was the president of the U.S. Beverages and Snack Nuts business unit. Before Fragnito's corporate career started in 2000, he served as an infantry officer in the U.S. Army, rising to the rank of captain. His military experience ingrained in him the values of servant leadership and accountability. Fragnito holds a Bachelor of Science degree in engineering management civil engineering track from the U.S. Military Academy at West Point. Fragnito and his wife, Ashley, are the proud parents of three children, Lily, Michael and Matthew. He has a passion for spending time with family and sports, especially football, and likes to break away for a round of golf when he can. Fragnito is a former board member of the University of Wisconsin School of Business Center for Brand and Product Management and the Boys & Girls Club of Dane County.

Company Description

R. J. Reynolds Tobacco Company (RJRT) is the second largest U.S. tobacco company. RJRT's brands include Newport, Camel and Pall Mall. These brands, and its other brands, are manufactured in a variety of styles and marketed in the United States. RJRT is an operating company of Reynolds American Inc., which is an indirect, wholly-owned subsidiary of British American Tobacco p.l.c., the world's largest tobacco and nicotine company.





Brian Hannasch President & CEO Alimentation Couche-Tard Inc.

Professional Biography

Hannasch was appointed president and CEO of Alimentation Couche-Tard Inc. (ACT) in September 2014. In this role, he has oversight for the global operations of the company. Couche-Tard is present in 26 countries, with its largest markets in the U.S., Canada and the Scandinavian countries. Prior to assuming his current position, he held the postion of chief operating officer, beginning in May 2010. In this role, all functions of ACT reported to Hannasch, aside from the CFO role. During this period, Hannasch also played a lead role in the acquisition and integration of Stat Oil Fuel and Retail into the ACT family. From May 2008 to 2010, he was senior vice president, U.S. operations, and was responsible for five United States divisions and the Worldwide Franchise division. From 2004 to 2008. Hannasch was senior vice President, western North America, and vice president, integration, since 2003. In 2001, he was appointed as vice president operations, U.S. Midwest, where he was responsible for all aspects of U.S. operations. From 2000 to 2001, Hannasch was vice president of operations for Bigfoot Food Stores LLC, a 225unit convenience store chain in the U.S. Midwest, which was Couche-Tard's first step into the U.S. market. Over the last 13 years, he has been involved in setting the business strategy of Couche-Tard together with the Executive Committee. Hannasch holds a Bachelor of Arts in finance from Iowa State University and an MBA in marketing and finance from the University of Chicago.

Company Description

Couche-Tard is the leader in the Canadian convenience store industry. In the United States, it is the largest independent convenience store operator in terms of number of company-operated stores. In Europe, Couche-Tard is a leader in convenience store and road transportation fuel retail in the Scandinavian countries (Norway, Sweden and Denmark), in the Baltic States (Estonia, Latvia and Lithuania) and in Ireland with an important presence in Poland. In addition, under licensing agreements, stores are operated under the Circle K banner in 13 other countries and territories worldwide (China, Costa Rica, Egypt, Guam, Honduras, Hong Kong, Indonesia, Macau, Malaysia, Mexico, the Philippines, the United Arab Emirates and Vietnam).

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Kyle Krause CEO & Chairman Kum & Go L.C.

Professional Biography

Krause is chairman and chief executive officer of Kum & Go convenience stores. Krause was named president of Kum & Go L.C. in 1997, became president and chief executive officer in 2004 and became chairman and chief executive officer in 2018. Through Krause's leadership and vision, Kum & Go has transformed into a modern convenience store chain that finds its purpose in making days better for associates and customers by connecting with people.

In 2016, Krause was named to the Iowa Business Hall of Fame and was a national finalist for the Ernst & Young Retail Entrepreneur of the Year. Krause is the owner of Krause Holdings Inc., the parent company to Kum & Go. Krause Holdings operates other business ventures close to the Krause family's interests, farming operations, real estate and the Des Moines Menace Men's soccer team. Most recently, the Krause Family demonstrated their passion for Italy and Italian wines by purchasing Piedmont-based Enrico Serafino winery in 2015 and the historic and celebrated Vietti winery in 2016.

For four generations, the Krause family and Kum & Go have been proud to share 10% of its profits to charitable causes and organizations. Personally and professionally, both Krause and his wife, Sharon, have built a reputation on philanthropic giving and community involvement locally and nationally. In addition to several other advisory boards and committees, Krause serves on the trustees' council for the National Gallery of Art and also chairs their Collector's Committee. On a local level, Krause is a member of the Des Moines Art Center Board of Trustees and served as chairperson and past president. He is also a board member for the Community Foundation of Greater Des Moines and serves on the advisory board for the University of Iowa Henry B. Tippie College of Business. Active in his faith, Krause also serves on the Diocese of Des Moines Bishop's Council, and as an ardent soccer supporter, Krause has also been inducted into the United Soccer Leagues' Hall of Fame.

Krause is a University of Iowa graduate and received a bachelor's degree in business administration with a major in finance. He and his wife reside in Booneville, Iowa, and have five children.

Company Description

For nearly 60 years, Kum & Go has been dedicated to the communities it serves, sharing 10% of its profits with charitable causes. For four generations, the familyowned convenience store chain has focused on providing exceptional service and delivering more than customers expect. Established in Hampton, Iowa, in 1959, the chain has since grown to employ more than 5,000 associates in more than 400 stores in 11 states (Iowa, Arkansas, Colorado, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming).





Tanner Krause President Kum & Go L.C.

Professional Biography

Krause is the president of Kum & Go, headquartered in Des Moines, Iowa. He is the fourth generation to lead in the family-owned business. As president, Tanner oversees the marketing, operations, information technology, finance and human resources functions. Together, these teams provide support to more than 5,000 associates in more than 400 stores across 11 states.

Krause's work experience with Kum & Go dates back more than 20 years, when he began working part-time in stores. With nearly 10 years of store experience, plus four different internships with Kum & Go, he became a district supervisor in the Des Moines, Iowa, area in 2013. Following completion of his MBA, he became Kum & Go's director of operations in 2016. In January 2017, Krause became the senior vice president of Grow People, leading all of the human resources functions of the business. In June 2018, Krause was named president of Kum & Go. His passion for Kum & Go's associates and stores is highlighted in every role he has held within the company. Krause also provides strategic direction and support to several other businesses in the Krause Group portfolio.

Prior to his Kum & Go history, Krause worked through the E&J Gallo Winery's Management Development Program, working as a sales representative for Wirtz Beverage Group (IL) for two years before joining Empire Merchants (NY) as a field sales manager. He appreciates the opportunities provided to him by the Gallo family, as well as their commitment to developing skills and career paths. Krause received two bachelor's degrees in business administration from Loyola University in Chicago in 2010, one in finance and the other in economics. Additionally, Krause is a member of the most successful graduating class in Loyola Ramblers Men's Soccer history. In 2016, he graduated with a master's degree in business administration from DePaul University, concentrating in business strategy.

Living in Des Moines, Iowa, with his wife, Hannah, the two share a passion for community betterment. Krause is a board member of the Boys & Girls Club of Central Iowa. Hannah is a board member of the Food Bank of Iowa. They recently welcomed their first child, a daughter, to the family.

Company Description

For nearly 60 years, Kum & Go has been dedicated to the communities it serves, sharing 10% of its profits with charitable causes. For four generations, the familyowned convenience store chain has focused on providing exceptional service and delivering more than customers expect. Established in Hampton, Iowa, in 1959, the chain has since grown to employ more than 5,000 associates in more than 400 stores in 11 states (Iowa, Arkansas, Colorado, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming).

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Timothy LeBel President of Sales Mars Wrigley Confectionery U.S. LLC

Professional Biography

LeBel is the president of sales for Mars Wrigley Confectionery U.S., responsible for leading sales and customer collaboration for the world's largest manufacturer of chocolate, confections, gum and mints. LeBel and his team of dedicated associates partner with leading retailers to bring millions of loyal consumers a multi-billion dollar portfolio of iconic global brands that include M&M'S®, SNICKERS®, SKITTLES®, STARBURST®, ORBIT® and ALTOIDS®.

With over two decades of experience at Mars, LeBel began his career as a sales representative, providing him with a strong foundation in customer service and retail operations. Through the years, LeBel has taken on a variety of roles, ranging from senior national account manager for Mars Petcare to vice president of strategic accounts for Mars Chocolate North America, consistently delivering strong growth for Mars and its valued customers. LeBel also served a critical role in Mars' acquisition of Wrigley, participating as a core member of the integration team which ensured a seamless transition, creating increased value for both organizations.

In LeBel's current role, he is responsible for driving customer centricity across Mars Wrigley Confectionery U.S., leading hundreds of associates in delivering exceptional customer service, consumer insights and innovation to the company's valued retail partners.

LeBel holds an undergraduate degree from Southern New Hampshire University and earned a master's degree in organizational leadership from Gonzaga University. In 2008, he also attended the Global Business Consortium at the London School of Business Center for Management Development.

Company Description

Mars is a family-owned business with more than a century of history-making, diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN[®], WHISKAS[®], EXTRA[®], ORBIT[®], 5[™], SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, Virginia, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom - inspire its more than 100,000 associates to create value for all its partners and deliver growth they are proud of every day.





Stephen Loehr Vice President Kwik Trip Inc.

Professional Biography

Loehr earned his bachelor's degree in 1972 from the University of Wisconsin-Stevens Point. He majored in political science and minored in history. In the 1980s, he owned and operated supermarkets. He worked for Gateway Foods for eight years, the last four as president of the Pennsylvania Division. Loehr has worked for Kwik Trip for the past 24 years in a number of capacities. He served as the 2014–2015 NACS chairman and also serves on the boards of Wisconsin Petroleum Marketers, Wisconsin Grocers Association, Martin Luther College and Merchant's Bank. Loehr enjoys reading, tennis and fishing. He and his wife, Cheryl, reside in Onalaska, Wisconsin, and are the parents of four children: Stephanie, Sarah, Justin and Jacob.

Company Description

Kwik Trip Inc. is unique in the convenience store industry because the company maintains total quality control over a wide variety of products by producing and packaging these items in its own state-of-the-art facilities. In addition to its corporate support center, which handles the administrative needs of its stores and co-workers, Kwik Trip has its own bakery, commissary, dairy, distribution warehouse with daily delivery, food safety testing lab and vehicle maintenance divisions. In this way, the company can effectively control costs and waste while supplying its stores and customers with products and services of the highest quality, 365 days a year. Kwik Trip currently operates 600 convenience stores and 52 KT express stores and employs 23,000+ co-workers. In its fiscal year ending September 2018, sales totaled approximately \$6 billion.

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Chuck Maggelet CEO Maverik Inc.

Professional Biography

Maggelet's life in a military family was defined by being on the move. Born in Germany, he moved six times before college. He graduated from Rensselaer Polytechnic Institute in 1986 in electrical engineering and earned an MBA from Harvard Business School in 1991.

In 1993, Maggelet married Crystal Call, also an HBS 1991 graduate, and moved to Salt Lake City, shortly thereafter opening their first hotel, Crystal Inn. Together, they grew the portfolio to 14 hotels.

Since 2011, Maggelet has served FJ Management in various roles as a director, chief operating officer and president, as well as serving its subsidiaries as board chairman for Big West Oil and TAB Bank. Since 2016, Chuck has served as chief adventure guide (CEO) for Maverik Inc., the premier regional convenience retailer, currently operating 330 stores across the Intermountain West from its Base Camp in Salt Lake City.

Crystal and Chuck enjoy skiing, bicycling, boating and travel with their four children: Drew, 23; Lexi, 21; and twins Hailey and Erica, 18. He is an avid pilot and has been an active member of Young Presidents Organization since 1997.

Company Description

It all began in the late 1920s, when then 20-year-old Reuel Call started a two pump gas station in Afton, Wyoming, with money he made renting roller skates. He didn't sell a drop of fuel for six months, but he kept at it. He strapped two barrels of gasoline to each side of his car and transported much needed fuel to farmers in rustic Star Valley. His efforts were successful, and he was able to expand. To keep customer costs down, he was one of the first visionaries to adopt a self-service business model. Gasoline supply was not plentiful at the time, so Call built two refineries of his own and developed an independent brand: Maverik. Maverik now operates more than 330 stores in 11 states and continues to grow rapidly, making it the largest independent fuel marketer in the Intermountain West. Maverik has been Adventure's First Stop for more than 15 years and employs nearly 5,500 people committed to legendary customer service. Maverik is known for its premium Bon Fire food-made fresh daily in every Maverik, every day-and awesome values on drinks, fuel and snacks. Maverik is here to feed your body and fuel your adventure.





Scott McPherson President & CEO Core-Mark International Inc.

Professional Biography

McPherson is president and chief executive officer of Core-Mark, International, and a member of the company's board of directors. He became CEO in July 2018, assuming the role from his former position as president and chief operating officer, a position he had since October 2017.

McPherson has held numerous positions of leadership within Core-Mark throughout his 26 years with the company, including the following: senior vice president business operations and strategic opportunities, senior vice president - corporate development, senior vice president - U.S. distribution (East), vice president - U.S. divisions, president - Fort Worth division and vice president – U.S. marketing. Prior to these roles, he also served in various sales leadership positions within the company.

During his tenure with Core-Mark, he has led the company's successful acquisition strategy, producing eight transactions representing more than \$5 billion in annual revenues. He has been a sales and marketing innovator, spearheading numerous initiatives and developing the company's successful Focused Marketing Initiative program. He has also spent a significant portion of his career in operational roles, providing direct oversight to many of the companies operating divisions. He has built a strong market reputation and serves on various industry boards, and is currently the vice president/comptroller of the Southern Association of Wholesalers Distributors.

McPherson graduated from Lewis & Clark College in Portland, Oregon with a Bachelor of Science degree in business administration, and he also graduated from the University of Portland in Portland, Oregon, with a master's degree in business administration.

Company Description

Core-Mark is a broad-line distributor of packaged consumable goods, specializing in fresh product, to more than 45,000 stores in North America. A publicly-traded company listed on the NASDAQ, Core-Mark's revenues of approximately \$15.7 billion in 2017 places it in the top two convenience distributors in terms of size in North America and is the fastest growing convenience distributor of scale in recent years. The company owns and operates 32 distribution centers, 27 in the U.S. and five in Canada, and operates two more under third-party logistic contracts on behalf of a nationally known retailer. The company relies on more than 8,400 hard-working, dedicated employees who strive to provide the best service possible to all of the company's retail customers. The company's primary mission is to help its customers grow their sales and their profits. It strives to accomplish this goal through a wide array of in-store marketing programs, customized and store specific category management services, fresh product assortments and displays, field merchandising services and efficient, price competitive supply chain consolidation logistics. Core-Mark is the recognized leader in the supply of fresh product to the convenience retail industry.

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Gyongyver Menesi-Bondar

Head of Convenience Retail Shell Oil Products U.S.

Professional Biography

Menesi-Bondar is a Hungarian national, holds a master's degree in economics and marketing and leads an international career to date. She joined Royal Dutch Shell in 1997 as a fresh graduate and has stayed with the company for more than 20 years.

Menesi-Bondar held several commercial and marketing positions in retail in Central and Eastern Europe, Middle East, China and Southeast Asia and has gained deep expertise in loyalty program management, foodservice development, integrated retail operations and strategic business development, amongst others. She has led some of the largest CVP innovations and revamp programs for the company and consistently drove the Shell brand to the top of brand and consumer trackers across her various assignments.

In her current role as head of convenience retail in the United States, she is based out of Houston Texas, and is selected to develop and execute the strategy for Shell's reentry into the U.S. convenience retail sector. She is responsible for designing, developing and scaling a winning, branded c-store proposition for the 14,000 site network of Shell under various operating platforms.

Menesi-Bondar is a transformational, trendsetting and insight-driven global marketing executive, who drives past the competition with uncommon strategies, an entrepreneurial mindset and fervor for winning against the odds.

Company Description

Shell is the fifth largest company on 2018 Fortune 500 list, operating in more than 90 countries. It is the largest multinational oil and gas company of the world and is also the largest retailer, operating in fuels and convenience as part of its downstream division. Shell Retail has a presence in 69 markets across all continents. In the United States, it has a network of approximately 14,000 branded forecourts and is the market leader in fuels brand and quality.



John Middleten an Atria Company PhilipMorrisUSA US&Smokeless



Scott Myers President and CEO Altria Group Distribution Company

Professional Biography

Myers serves the role of president and CEO for Altria Group Distribution Company, a service organization providing centralized sales and distribution support to Altria's tobacco operating companies.

Prior to assuming his current role, Scott served as vice president, customer services of Altria Group Distribution Company. Myers led the western sales organization, which consists of approximately 500 employees, 62,000 retail stores and 400 wholesale accounts located across 14 states.

Myers joined Philip Morris USA in 1996 as a Territory Sales Manager. During his career, he held a variety of leadership and management positions within the field sales and brand management organizations, including senior account manager, district manager, director of business process and technology, director of section sales and director of sales merchandising.

Prior to joining Philip Morris USA, Myers was a graduate assistant and later the assistant coach for Marshall University's cross country and track and field teams. He currently resides in Bartonville, Texas, with his wife, Camma, and his two daughters, Maci and Chloe. Scott also serves as a director on the board of the Boy & Girls Club.

Company Description

Altria Group is the parent company of Philip Morris USA, U.S. Smokeless Tobacco Company, John Middleton Co. and Nu Mark LLC. Altria also owns Ste. Michelle Wine Estates and Philip Morris Capital Corporation. In addition, Altria Group holds a continuing economic and voting interest in SABMiller.

Philip Morris USA is the nation's leading cigarette manufacturer. U.S. Smokeless Tobacco Company is the leading producer and marketer of moist smokeless tobacco. John Middleton is a leading manufacturer of large machine-made cigars. Nu Mark is focused on responsibly developing and marketing innovative tobacco products for adult tobacco consumers in a financially disciplined way. Ste. Michelle Wine Estates ranks among the top 10 producers of premium wines in the United States. Philip Morris Capital Corporation is an investment company that manages a portfolio of leased assets. Altria Group Distribution Company (AGDC) is an Altria subsidiary that provides sales, distribution and consumer engagement services to Altria's tobacco companies. AGDC focuses on increasing efficiency and helping these companies better connect with adult tobacco consumers and strengthen relationships with thousands of retailers and wholesalers nationwide. AGDC designs and executes trade programs to grow Altria's tobacco companies' businesses and their customers' businesses.

NACS CEO Summit





Shawn O'Grady

Group President, Convenience & Foodservice; Chief Revenue Development Officer **General Mills Inc.**

Professional Biography

O'Grady leads the convenience and foodservice organization. This \$2 billion-dollar business is focused on growing sales and profit for General Mills by serving the needs of convenience store and foodservice operators across the United States, including schools, restaurants and hospitals. In addition, O'Grady oversees the development of two of the company's global capabilities, focusing on accelerating topline growth, strategic revenue management and e-commerce. He was named to this position in December 2016.

O'Grady joined General Mills in marketing in July 1990. He was promoted to vice president in 1998, and concurrent with the General Mills acquisition of The Pillsbury Company in 2001, took the helm of the refrigerated baked goods business.

Late in 2004, O'Grady joined the consumer foods sales division and was responsibile for retail customers across the Midwest. He was promoted to president for U.S. Retail Sales in 2007. In August 2010, O'Grady was elected senior vice president of General Mills and assumed leadership of all remaining customer activities in the U.S.

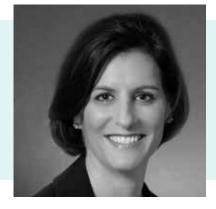
Prior to joining General Mills, O'Grady graduated with honors from Notre Dame with a Bachelor of Science in chemical engineering. He received his MBA from Harvard Business School.

O'Grady lives in Minneapolis with his wife, Becky, and two children, Jack and Mary. He serves on the board of trustees of the General Mills Foundation, Feeding America and Second Harvest Heartland. He is passionate about ending hunger in the U.S. In his free time, he is an avid tennis player and runner.

Company Description

General Mills is a leading global food company that serves the world by making food people love. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Häagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, Blue and more. Headquartered in Minneapolis, Minnesota, General Mills generated fiscal 2018 proforma net sales of U.S. \$17.0 billion, including \$1.3 billion from Blue Buffalo. In addition, the General Mills share of non-consolidated joint venture net sales totaled U.S. \$1.1 billion.

nielsen



Laurie Rains Senior Vice President, Retail Services Nielsen

Professional Biography

Rains is senior vice president, retail services, specializing in the convenience and liquor store channels. In this role, she runs a team who services Nielsen's retail partners and drives its go-to-market strategy with product and thought leadership to further engage its retail partners. Throughout her 25 years at Nielsen, Rains has also held roles leading Nielsen's national retail consumer and shopper practice, retail consulting and analytics group and retail client teams in the U.S. east, across all channels of trade.

Rains is a frequent industry speaker covering a wide span of retail topics, most recently digitally engaged food shoppers, digital transformation, retail disruptors and driving growth in a slow growth market.

Rains earned a Bachelor of Arts in economics from Tulane University and an MBA in finance from The Stern School of Business at New York University. She currently lives in Northboro, Massachusetts, with her husband, Dale, and has two grown daughters, Morgan and Allie.

Company Description

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which contentvideo, audio and text-is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in more than 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

NACS CEO Summit





Simon Richards President & CEO Thorntons LLC

Professional Biography

Richards was recently appointed as the president and chief executive officer of Thorntons LLC. In this role, Richards is responsible for leading one of Kentucky's largest privatelyheld corporations. Under his leadership, the business operates 191 Thorntons-branded stores in six states, providing fresh foods, high-quality beverages and fuel to nearly 2,000 guests per store daily. The company also operates a commissary, fuel terminal and transportation group to support its retail business.

Prior to taking over leadership at Thorntons, Richards served as a corporate development executive with 24 years of international business experience across five continents. He led various mergers and acquisitions and strategy development and execution with more than \$12 billiondollars-worth of transactions delivered. Most recently, he was head of regional development for BP Products North America Inc.

Throughout his career, Richards worked across all of BP's global downstream business segments, including refining, lubricants, chemicals, fuels marketing and midstream, as well as corporate functions including mergers and acquisitions.

Richards is a chartered chemical and process safety engineer by trade. He is married to Lucy and is the proud father of two grade school-aged boys. He enjoys golf, snow skiing and many sports, including coaching youth rugby.

Company Description

Founded in 1971, Thorntons has been recognized as one of the top independent convenience store chains in the nation. Based in Louisville, Kentucky, the company currently operates 191 stores that provide fresh foods, high-quality beverages and fuel in six states: Kentucky, Illinois, Indiana, Ohio, Tennessee and Florida. Thorntons' mission is not only to provide top of the line food and beverages, but also make giving back a top priority in every market. Learn more about Thorntons by visiting www.mythorntons. com and follow them on Facebook at www.facebook.com/ thorntonsllc and Twitter at www.twitter.com/thorntonsllc.





Donna Sanker

Chief Operating Officer, ampm/ARCO, Fuels NA **BP ampm**

Professional Biography

Sanker is the chief operating officer for ampm and ARCO. She oversees BP's West Coast retail business in the U.S., including a franchise network of more than 1,000 ampm and 500 ARCO sites. She is responsible for the safety, operational and financial performance including category management. Retail growth is a key component of BP's North America strategy, and Sanker accountabilities for developing and executing this growth agenda include growing the current footprint, overseeing the upgraded ampm offer and building retail capability. Sanker is a results-oriented, senior executive with more than 23 years of experience in the petroleum and retail industry. She joined BP in 1996 and has held various marketing, operations, logistics and manufacturing positions throughout her career. Most recently, she was the chief marketing officer for BP Fuels North America, which included the BP, ampm and ARCO brands. Prior to working for BP, Sanker was a project engineer, managing commercial construction projects, including the Indiana Jones Adventure at Disneyland. Sanker holds a bachelor's degree from the University of Pennsylvania and a master's degree from the University of Southern California.

Company Description

BP is a global producer of oil and gas with operations in nearly 80 countries. BP has a larger economic footprint in the U.S. than in any other nation, and it has invested more than \$115 billion here since 2005. BP employs about 14,000 people across the U.S. and supports more than 111,000 additional jobs through all its business activities. For more information on BP in America, visit www.bp.com/us.

NACS CEO Summit





Brian Schaller Senior Vice President, Chief Fuel & Real Estate Officer **Wawa Inc.**

Professional Biography

Schaller is the senior vice president and chief fuel and real estate officer at Wawa Inc., a privately held company with more than 800 locations in the Central Atlantic region and Florida and more than \$12 billion in revenues and 34,000 employees. In 2018, Wawa Inc. ranked 50th on Forbes' Top 100 America's Largest Private Companies rankings. Schaller has been employed at Wawa Inc. since 2002. Wawa Inc. now sells more than 2.5 billion gallons annually, or almost 2% of all gasoline sold in the United States. Wawa Inc. was rated the top marketer by the Oil Price Information Service in terms of site efficiency due to its significant site volumes. Schaller leads the site acquisition, construction and facilities functions for the company. Schaller's other activities include serving as president of the Wawa Associates in Need Fund, a registered 501(c)(3) non-profit employee assistance program funded 100% by Wawa Associates for those associates and is on the board of the southeastern chapter of the Red Cross.

Prior to joining Wawa Inc., Schaller worked at Deloitte and Touche as a manager in the audit and assurance practice in Princeton, New Jersey, specializing in the audit of financial service companies. Schaller has been a licensed Certified Public Accountant by the Commonwealth of Pennsylvania since 1999. Schaller graduated from LaSalle University, summa cum laude, with a Bachelor of Science in accounting and completed his Masters of Business Administration at Villanova University. Schaller has been married 20 years to his wife, Elizabeth, and has four children, ages 16, 13, 12 and 8.

Company Description

Wawa is known for their fresh food and award-winning coffee. Wawa is a family- and associate-owned, privatelyheld company. Approximately 33,000 associates provide convenient, friendly and inviting experiences for more than 1.6 million customers every day. The company began in the early 1800's in New Jersey with an iron foundry and a cotton and textile mill and eventually migrated to Pennsylvania with the opening of a dairy plant in 1902. As supermarkets became more abundant in the early 1960's, the concept to design and open a Wawa convenience stores became a reality with the first store opening in Folsom, Pennsylvania, on April 16, 1964. Today, Wawa ranks 25th on Forbes' annual ranking of *Largest Privately Held Companies* and also ranks among the top ten Employee Stock Ownership Programs in the country.





Joe Sheetz Chief Executive Officer Sheetz Inc.

Professional Biography

Sheetz is CEO of Altoona, Pennsylvania-based Sheetz Inc. Prior to assuming this role in October 2013, he served as executive vice president of finance for 18 years. In that capacity, he was responsible for finance, accounting, information technology, real estate, risk management and shareholder relations. Sheetz graduated from The Wharton School of Business at the University of Pennsylvania with a B.S. in economics in 1989. His business concentration at Wharton was entrepreneurial management, preparing him for an eventual return to the family business. After graduation, he worked as an employee benefits consultant for CGI Consulting in the suburban Philadelphia area, specializing in designing benefit and retirement plans for major corporations.

Sheetz served as the chairman of NACS (2017–2018) and is currently serving as the chairman of the NACS Political Engagement Committee. He is engaged with the Altoona Blair County Development Corporation, where he was chairman from 2009–2011. He is also former the chairman and a current trustee of Mount Aloysius College.

Company Description

Established in 1952 in Altoona, Pennsylvania, Sheetz Inc. is one of America's fastest growing family-owned and -operated convenience store chains, with more than \$6.9 billion in revenue and more than 19,000 employees. The company currently operates 589 store locations throughout Pennsylvania, West Virginia, Virginia, Maryland, Ohio and North Carolina. Sheetz provides an award-winning menu of M•T•O® sandwiches and salads, which are ordered through unique touch-screen order point terminals.

All Sheetz convenience stores are open 24 hours a day, 365 days a year. For more information, visit www.sheetz.com or follow us on Twitter (@sheetz), Facebook (www.facebook. com/sheetz) and Instagram (@sheetz).

NACS CEO Summit





Christopher Tanco Chief Operating Officer **7-Eleven Inc.**

Professional Biography

Tanco is the executive vice president and chief operating officer for 7-Eleven Inc. He leads all aspects of operations for 7-Eleven stores and has the following functions reporting to him: field operations, operations support, fuels, franchising, store evolution team, team Horizon (Sunoco Ops), acquisitions integration and the Canada business unit. He continues to serve on the board of 7-Eleven Mexico and represents 7-Eleven Inc.'s jointventure interests there. He is also a member of 7-Eleven's executive committee.

Previously, Tanco was as an executive vice president and led 7-Eleven's international business, which included the company's global portfolio of more than 30,000 licensed, franchised and joint-venture stores operating in 16 countries.

Before joining 7-Eleven, Tanco was the chief franchise officer for Pizza Hut. With nearly 20 years of experience, he served in various operations, international, general management and franchise leadership roles with Yum Brands. Prior to Yum, Tanco was a successful entrepreneur in the Philippines.

Tanco holds a bachelor's degree from the Ateneo de Manila University and a master's degree from the University of Virginia Darden Business School. Tanco speaks four languages and has lived and worked in several continents. He serves on the boards of Catholic Charities of Dallas, 7-Eleven Mexico and Max's Group Inc., the largest casual dining and publicly-traded firm in the Philippines.

Company Description

7-Eleven Inc. is the premier name and largest chain in the convenience-retailing industry. Based in Irving, Texas, 7-Eleven® operates, franchises and/or licenses more than 67,000 stores in 17 countries, including 11,800 in North America. Known for its iconic brands such as Slurpee®, Big Bite® and Big Gulp®, 7-Eleven has expanded into highquality salads, side dishes, cut fruit and protein boxes, as well as pizza, chicken wings, cheeseburgers and hot chicken sandwiches. 7-Eleven offers customers industryleading private brand products under the 7-Select® brand including healthy options, decadent treats and everyday favorites, at an outstanding value. Customers also count on 7-Eleven for bill payments, self-service lockers and other convenient services. Find out more at HYPERLINK "http://www.7-Eleven.com" www.7-Eleven.com or via the 7Rewards[®] customer loyalty platform on the 7-Eleven mobile app and also on Facebook, Twitter and Instagram.

HERSHEY



Todd Tillemans President, U.S. **The Hershey Company**

Professional Biography

Tillemans, president U.S., leads Hershey's U.S. business, including core confection, expanding portfolio across snacking, as well as sales and go-to-market teams. He leads a cross-functional leadership team responsible for delivery of the U.S. business.

Tillemans joined The Hershey Company from Unilever, where he worked for more than 23 years. He led Unilever U.S. sales as president of customer development. He currently serves on several industry boards, including the Food Marketing Institute and the National Confectioners Association.

Tillemans received a Bachelor of Science degree in business administration and finance from the University of Minnesota and a Master of Business Administration from the University of Chicago Booth School of Business. He also proudly served in the United States Marine Corps. He enjoys adventure travel with his family, photography and running.

Company Description

The Hershey Company, headquartered in Hershey, Pennsylvania, is a global confectionery leader known for bringing goodness to the world through its chocolate, sweets, mints and other great-tasting snacks. Hershey has approximately 21,000 employees around the world who work every day to deliver delicious, quality products. The company has more than 80 brands around the world that drive more than \$7.4 billion in annual revenues, including such iconic brand names as Hershey's, Reese's, Hershey's Kisses, Jolly Rancher, Ice Breakers and Brookside. Building on its core business, Hershey is expanding its portfolio to include a broader range of delicious snacks. The company remains focused on growing its presence in key international markets while continuing to extend its competitive advantage in North America. At Hershey, goodness has always been about more than delicious products. For more than 120 years, Hershey has been committed to operating fairly, ethically and sustainably. Hershey founder, Milton Hershey, created the Milton Hershey School in 1909 and since then the company has focused on giving underserved children the skills and support they need to be successful. Today, the company continues this social purpose through "Nourishing Minds," a global initiative that provides basic nutrition to help children learn and grow. From neighborhoods across the United States to the streets of Shanghai and Mumbai and villages of West Africa, its goal is to nourish one million minds by 2020. To learn more, visit: www. thehersheycompany.com.

NACS CEO Summit





Nigel Tordoff Chief Customer Officer MillerCoors

Professional Biography

Tordoff joined MillerCoors as its chief customer officer in January 2019. Tordoff brings to the role more than a quarter-century-worth of global beer experience. As global vice president of customer excellence for Molson Coors, he has helped drive increased capability in category management, e-commerce, selling capabilities and cloudbased CRM. He previously was director of off-premise for Molson Coors in the UK, calling on accounts including Tesco. Under his leadership, Molson Coors went from the bottom of the Advantage Group survey in 2011 to No. 1 in 2016. Previously, Tordoff consistently delivered strong results in a wide range of sales leadership roles for Molson Coors and before that, Coors Brewing Co., in Canada and the UK.

Tordoff's wide range of experience, plus a track record of challenging conventional thinking and identifying new growth opportunities, positions him perfectly to help MillerCoors build on our leadership position in chain and be first choice for customers.

Company Description

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers, flavored malt beverages and ciders, steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company brew national favorites such as Miller Lite, Miller High Life, Coors Light and Coors Banquet. MillerCoors also proudly offers beers such as Leinenkugel's Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company, and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, founded in 1995. Beyond beer, MillerCoors operates Crispin Cider Company, an artisanal maker of pear and apple ciders using fresh-pressed American juice, and offers pioneering brands such as the Redd's franchise, Smith & Forge Hard Cider and Henry's Hard Sodas. Tenth and Blake Beer Company, our craft and import division, is the home to craft brewers Hop Valley Brewing, Revolver Brewing, Saint Archer Brewing Company and the Terrapin Beer Company. Tenth and Blake also imports world-renowned beers such as Italy's Peroni Nastro Azzurro, the Czech Republic's Pilsner Urquell and the Netherlands' Grolsch. MillerCoors, the U.S. business unit of the Molson Coors Brewing Company, has an uncompromising dedication to quality, a keen focus on innovation and a deep commitment to sustainability. Learn more at MillerCoors.com, at facebook. com/MillerCoors or on Twitter at @MillerCoors.





Brendan Whitworth

Chief Sales Officer & Business Unit President - United States **Anheuser-Busch InBev**

Professional Biography

Whitworth is the chief sales officer and business unit president for Anheuser-Busch in the United States. Among his responsibilities are sales strategy, revenue management, wholesaler management, retail sales, sales technology, trade marketing and category management. Whitworth joined Anheuser-Busch InBev (ABI) in 2013 as global director of route-to-market, where he supported the global strategies of direct and indirect distribution mix to facilitate top-line growth and efficient cost-to serve. In 2014, Whitworth took on the role of global vice president of sales operations and technology, where he had responsibility to define optimal sales force structures, maximize efficiency by refining sales processes and boost sales force effectiveness through the use of technology. In this role, Whitworth developed and launched TapWiser, the company's global B2B solution. In 2015, Whitworth joined the U.S. business as region vice president for the Northeast, where he led the company's Anheuser-Busch and wholesaler team to multi-year on-premise share growth, multi-year share growth for Bud Light and strong market share trend improvements in the off-premise. Prior to his current role, Whitworth briefly held the role of vice president of trade marketing and category leadership. Before ABI, Whitworth spent five years with PepsiCo/ Frito-Lay, where he held various roles in operations, field sales and key account management. Whitworth also spent eight years in the service of the U.S. government, first as an officer in the U.S. Marine Corps and then as an operations officer with the Clandestine Service of the Central Intelligence Agency. Whitworth holds a dual bachelor's degree in economics and classics from Bucknell University and an MBA from Harvard University. Whitworth, his wife, Meredith, and his daughter, Rose, live in New York City.

Company Description

For more than 160 years, Anheuser-Busch and its world-class brewmasters have carried on a legacy of brewing America's most-popular beers. Starting with the finest ingredients sourced from Anheuser-Busch's family of growers, every batch is crafted using the same exacting standards and time-honored traditions passed down through generations of proud Anheuser-Busch brewmasters and employees. Anheuser-Busch owns and operates 19 breweries, 21 distributorships and 22 agricultural and packaging facilities, employing more than 16,000 people across the United States. For more information, visit www.anheuser-busch.com.

Henry Armour, PH.D. PRESIDENT & CEO



Dr. Armour grew up working in his family's retail businesses, Armour Oil Company, rising to the position of vice president and COO in 1977. In 1980, he joined The Standard Oil Company of Ohio, where he served as manager of development

strategies. He later founded West Star Corporation, which grew to include 59 NOW! convenience stores, truck stops and quick-service restaurants in the Pacific Northwest until he sold the company in 2004. In 1988, Armour founded Epoch Corporation, which operated retail enterprises in California. He became president and CEO of NACS in July 2005, having also served as the association's chairman in 2002 and 2003. Armour earned a BA in economics from Stanford University, an MSc in economics from the London School of Economics and an MBA and Ph.D. in economics from Stanford University.

Lyle Beckwith

SENIOR VICE PRESIDENT, GOVERNMENT RELATIONS



Beckwith is responsible for the design and implementation of strategies that successfully achieve the association's government relations objectives. He has more than 20 years of experience working at NACS, having originally joined the

association in 1985 as government relations manager. Beckwith was also executive director for the Beverage Retailers Against Drunk Driving and vice president of Kostmayer Communications.

Brian Kimmel SENIOR VICE PRESIDENT & CFO



After graduating from James Madison University, Kimmel began his career in 1990 as an accounting manager for NACS. After three years, he left NACS and took a controller position with Associated Credit Bureaus in Washington, D.C. Kimmel

returned to NACS in 1996 as the vice president of finance and administration and was promoted to senior vice president in 2000. In 2005, he assumed his current CFO role.

Scott Sinder PARTNER, STEPTOE & JOHNSON LLC



Sinder represents trade associations and companies as both a legislative advocate and a litigator on a wide range of issues in state and federal trials, appellate courts, state legislatures and Congress and before regulatory agencies. He

also serves as an outside general counsel for several prominent trade associations and charities.

Some of Sinder's current projects include legislative and regulatory work on numerous issues including tax reform and various financial services, as well as regulatory reform initiatives. He also represents clients in post-enactment regulatory work related to the implementation of the Patient Protection & Affordable Care Act of 2010, Dodd-Frank Wall Street Reform & Consumer Protection Act and in the on-going reevaluation of those laws before both Congress and the pertinent federal agencies.

An experienced commercial and public law litigator, Sinder has represented clients in class action, antitrust, copyright, redistricting and other complex civil litigation cases. His experience includes serving as lead counsel in a series of successful constitutional challenges, in which the council asserted against state "countersignature" laws.

Sinder's work also includes counseling clients on a wide range of regulatory compliance issues and providing general counseling services to trade associations and other tax exempt organizations.

NACS

NACS Staff & Counsel