

# Transform or Stand to be Disrupted

Successful transformation is absolutely critical for businesses to survive now and anywhere in the near future. The pace of change is accelerating and staying flexible enough to quickly evolve for the future is essential.

The CPG industry has changed immensely in the last five years. There's never been a more important time to understand exactly what consumers want and need.

Andria is a transformational innovator who has successfully driven strategic growth at **5 Fortune 1000 companies** in the intensely competitive CPG space.

She has learned what it takes to survive in a rapidly changing consumer, competitive, and industry landscape.

## The key insights she will share:

- What type of people do you need on your journey to transform?
- How do you evolve by starting with the consumer?
- The compelling case for change

*Andria Long*

# The Need for Speed

Successful transformation is absolutely critical for businesses to survive now and anywhere in the near future. The pace of change is accelerating and staying flexible enough to quickly evolve for the future is essential.

The CPG industry has changed immensely in the last five years. There's never been a more important time to understand exactly what consumers want and need. Yet, with the democratization of data, speed to insight is the name of the game.

## The key insights she will share:

- What type of people do you need for speed?
- How do you I keep pace with consumer change?
- How can I go faster?

*Andria Long*

# Why Serial Innovators Succeed Where Others Fail

Andria has over **20 years of experience** in consistently delivering **transformational revenue growth** by quickly identifying opportunities by understanding insights in the rapidly changing consumer, competitive, and industry landscape.

She has continued to **synthesize her learnings and best practices and developed her own proven approach** to deliver sustainable innovation.

This industry leading best in class insights based approach to innovation has generated significant organic revenue growth for a **diverse range of companies** in terms of size, ownership (private/family run/public), cultures, innovation capabilities and business stage (during & post acquisition, transformation, turnaround) **as well as brands** in terms of market position, size, budgets & categories.

## The key insights she will share:

- **Are you cut out for it?** Do you have what it takes to be an innovator/entrepreneur
- **Ideas aren't the hard part** - The Discipline of Creating What Consumers REALLY Want
- **Differentiate or die** - Importance of a Sustainable Point of Different

Andria Long

# What it takes to Building an Innovation Center from scratch

**Building an Innovation Center of Excellence** is multifaceted. It takes hiring a team, developing organization capabilities, building a pipeline and sometimes even building the office itself. And of course this all needs to happen at the same time, no pressure.

Andria will share some of her favorite pages from innovation playbook. She has found no matter what company she has worked for, they all have similar pain points when it comes to innovation.

## She will speak on 3 areas:

- **People** - what you should look for in hiring and what you can expect
- **Capabilities** - the importance of the role of the consumer in innovation
- **Greatest Surprises** - wouldn't be a surprise if we told you here

Andria Long

# What does it take to create innovation that wins?

After extensive experience in innovation and building best in class benchmarks, Andria has uncovered **Keys to Ensuring Innovation Success** that marketers must do in order to successfully bring new products to market. Learn how to apply these factors of success to new product launches and dramatically increase the chances of launching a successful product.

This session will cover learnings from over 20 years of CPG Innovation Experience, and insights on **Best in Class Success Factors** on how you can build a proven & repeatable process, to ensure success vs. a one-off occurrence by:

## **In this session you will learn how you can:**

- Achieve **success rates well above industry norms**
- Can you go up against the big guys? penetrate a crowded marketplace
- Ensure you are only pushing the best ideas forward

*Andria Long*

# The Keys to Ensuring Success on the FUZZY FRONT END

The initial stage of the innovation process – the Fuzzy Front End – is generally regarded as one of the greatest opportunities for improvement of the overall innovation process and the one people know the least about.

Based on years of experience leading innovation in CPG, Andria has developed an industry leading best in class insights based approach that has enabled leading companies to shorten their time to market and dramatically improve new product success rate.

This approach has worked at a diverse mix of companies in terms of size, ownership (public/private/family owned), operating area (global, regional), market position, budget, cultures and with differing levels level of innovation capabilities.

Hear about how you can build a repeatable process, to ensure success vs. a one-off occurrence by:

- **Defining the right goals** - What gets measured gets done
- **Consumer Centric Offerings** - Know your consumer and Translating Consumer Insights into action to address changing market needs
- **Differentiate or die** – Importance of a Sustainable Point of Different

*Andria Long*