

Future of Category Management

In a world full of new data, discounters, AI, a new marketing landscape, retail media and tougher competition – is Category Management still relevant?

Join us to hear experience & insights of leading experts from industry, consulting and academia. What will Category Management become, and how will it change business as we know it?



The Future of CatMan – a UK and Global perspective

Simon Dunn, MD Optima Retail (UK)

- Former KP Snacks, Philips, Tesco, Sainsbury
- Responsible for a new and unique study on the current state and future of CatMan



CatMan in research & academia – where are we heading?

Fredrik Lange, Stockholm School of Economics, Center for retailing

- Assistant professor and former Retail Management programme director
- 18+ years of research and focus on Category Management, Retail & Brand



How CatMan becomes business critical in the future

Johan Kaij, Category & Retail strategist, Founder Circel

- 20+ years of consulting on Category Management, business strategy & development
- Trainer, thought leader and model developer of CatMan in the Nordic market

WHEN May 19th, 10.30-12.00

WHERE IRL GS1, Västra järnvägsgatan 15, 12th floor

WHERE DIGITAL Live broadcast ECR website

REGISTER See enclosed link, limited no of seats

OTHER Seminar will be presented in English