



acumen

Acumen's revenue management forum:

# Using revenue management technology to overcome inflationary pressures in Asia

26th April | 13:00 SGT



# Our next event

Our next event will be held virtually, bringing together leading consumer goods companies across Asia to discover, learn, interact and shape the future of revenue management together.

This event is aimed at director level revenue management and commercial executives from consumer goods manufacturers across Asia.



# Who attends our events?



# Agenda to include...

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Our upcoming virtual revenue management forum will include a variety of presentations from top quality speakers, panel discussions, solution demonstrations and virtual networking. Our agenda is set to include presentations and panel discussions on:

- Using RGM to adapt in today's high inflation environment
- Getting to grips with Ecommerce: How can revenue management teams work with it best?
- How to deliver lasting change through your trade promotion management software

Attendees will leave with:

- Revenue management best practice from across the FMCG industry
- An expanded network of revenue management experts and colleagues
- Thoughts & ideas to take back to your business
- New points of view from a variety of presentations on the latest industry trends

The full agenda will be published and emailed to delegates ahead of the event.

# Previous speakers & panelists include...

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**Silvana Dimitrov**  
Regional Revenue Management  
Director - Asia  
Carlsberg Group



**Matt Thom**  
Strategic Revenue Management  
Director  
General Mills



**Sreekanth Jayabalan**  
Vice President, Information and  
Digital Technologies  
Kimberly Clark APAC



**Won Dechpinya**  
Head of RGM, ASEAN and  
South Pacific at The Coca-Cola  
Company



**Alex Liu**  
Commercial director  
Pernod Ricard



**Gareth Jones**  
Head of Global NRM  
Bayer



**Chris Lemon**  
Commercial Excellence Director  
Coca-Cola Hellenic Bottling  
Company Ireland



**Laura Stubblefield**  
RGM Director, Asia Pacific  
The Coca-Cola Company



**Paris Golden**  
Managing Director  
McCormick & Company



# How does it work?

We will be using Remo, the virtual conferencing platform, to facilitate the event. The platform is intuitive and easy to use, so you will be able to join and participate in the event with ease. Remo uses video conferencing technology, allowing attendees to move around and network with different tables, as well as watch presentations and panel discussions from our speakers.

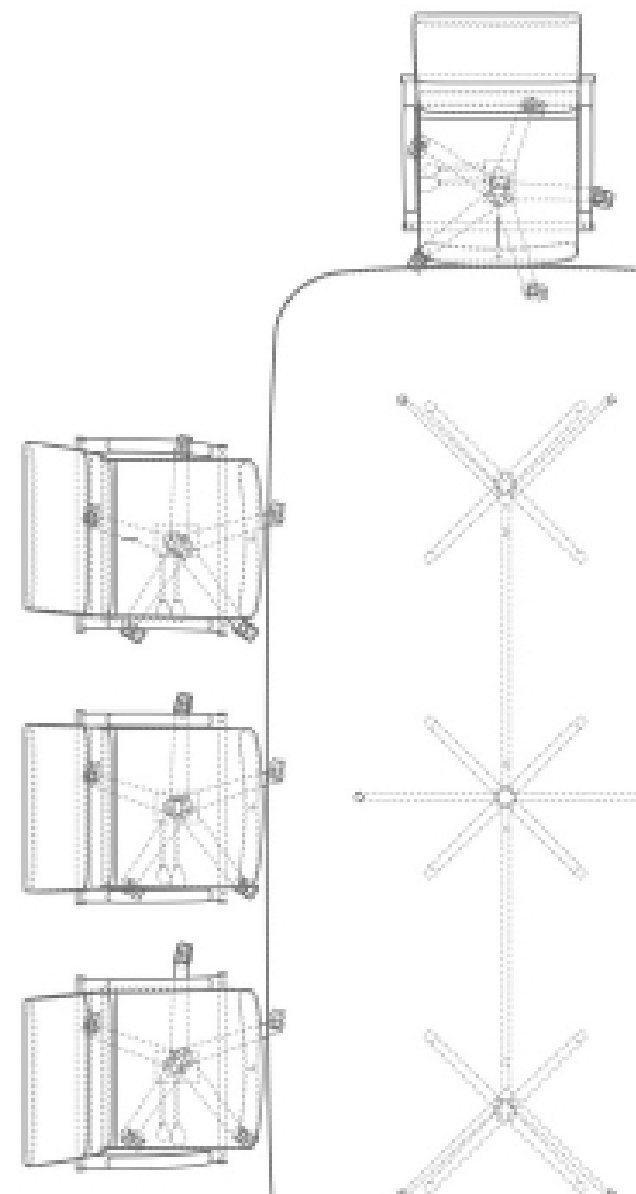
# What our attendees thought...

Through our virtual events we have received some great feedback. Here's what the attendees thought:

"The way the content was delivered was not condescending or biased towards one sector - it was presented in a way that made it relatable but also gave new ideas"

"There was a good blend of content, appropriate level of breaks and all conducted in a nice manner – overall, I very much enjoyed the event!"

"The presentations & discussions were highly relevant to my job"





# The purpose of our events

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Our events are a gathering of consumer goods professionals and revenue management experts, and a forum for discussing the latest revenue management knowledge in the industry. Acumen events are an opportunity for consumer goods professionals across the globe to discover, learn, interact and shape the future of revenue management together.

## 1

### Best practice sharing

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Our events feature revenue management best practice from across the FMCG industry and aim to answer the key business questions FMCG organisations face. We show you how revenue management can be driven as a core discipline across the organisation, and how it can be used as a growth lever to achieve your business goals.

## 2

### New points of view

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Our events aim to bring in fresh perspectives through a variety of presentations on the latest industry trends, leveraging new technologies and embedding more efficient ways of working. Speakers at our events come from a variety of blue-chip businesses with years of experience in the consumer goods industry, guaranteed to change your perspective and inspire your teams.

## 3

### Practical takeaways

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As well as our speaker led presentations, our events feature a blend of question panels and facilitated workshop sessions, so attendees will have the opportunity to share their ideas, discuss common challenges and begin to work through new concepts and processes to take back to the business.

## 4

### Meeting new people

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Our events are aimed at an expanded network of revenue management experts and aim to achieve a balance between learning and networking. They are a chance to exchange pain points and ideas with plenty of breakout sessions and networking opportunities throughout the day.



Our previous virtual  
events:

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Overall Experience score\*

8.6/10

Quality of the content:

8.6/10

Quality of the platform  
(Remo)

9/10

## Find out more

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This event is aimed at director level revenue management and commercial executives from consumer goods businesses across Asia. If you are interested in securing a delegate place, please get in contact with Antonia Benson, at: [antonia.benson@acumenci.com](mailto:antonia.benson@acumenci.com) for more information.



[www.acumenci.com](http://www.acumenci.com)