

Leslie Warshaw Named as New President of the Shopper Insights Management Association

Former Nielsen Company Senior Vice President to Lend her vast Experience to Growing New SIMA organization.

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Alongside the established Category Management Association (CMA) a new sister organization has formed for Shopper Insights called the Shopper Insights Management Association. The organization today announced research industry veteran, Leslie Warshaw, has joined the team as President.



Warshaw will be responsible for overseeing all of the organizations' activities including membership, publications, development of industry standards, certification and best practices. Warshaw brings consultative industry knowledge with a proven track record of success.

"Many of our members have communicated that they are looking for help integrating all the data they have into actionable insights. The explosion of data from smartphones and ecommerce has left many category managers struggling to keep up. The Shopper Insights Management Association (SIMA) will develop integrated solutions between Category Management and Shopper Insights. We believe that bringing these functions together for thought leadership, career development / certification and sharing of best practices will provide the industry with enormous benefits," said Tom McDonald, Chairman of the CMA Executive Board. "Leslie will play a key role in SIMA growth to accommodate an increasing number of client needs across these functional disciplines."

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— TOM MCDONALD
CHAIRMAN OF CMA EXECUTIVE BOARD

Previously, Warshaw lead the CPG practice at Rakuten Intelligence (Slice data), a source for data and analytics around the online shopper. Before that, she was Global Senior Vice President of Product Development at Kantar, responsible for product development, marketing, and sales of custom panels and custom online market research communities. She also worked at Nielsen where she was Vice President of Product Development and Sales. At Nielsen, Warshaw played an instrumental role in the development of groundbreaking products that linked purchase behavior with media targeting as a way to measure the sales ROI of media spend.

Interested in E-Meeting Leslie?

E-Meet Leslie Warshaw (New SIMA President) and hear from her about the vision for SIMA in an upcoming webinar on Thursday, October 18th @ 10:00AM CST | Register: <https://bit.ly/2CzFGkX>

Learn about SIMA, its mission and purpose. Get more information about how SIMA will benefit members and drive growth. Wondering how SIMA is different from other organizations and why the CMA/SIMA combination will create a rich eco-system for all retailers, manufacturers and solution partners? Interested in getting involved? Hear about all of these initiatives and so much more! Join Us!

Source: Shopper Insights Management Association

Additional Links

- [SIMA National Annual Conference](#)
- [SIMA/CMA Website](#)

Additional Images

