

**"Breaking Down Barriers to Growth
 Through Customer Insights"**

February 9, 2011

Stuart Aitken – Chief Executive Officer, dunnhumby USA



Join Stuart Aitken, CEO of dunnhumbyUSA, as he provides a brief history of dunnhumby, what they do and how they have led substantial change and growth with leading retailers around the world, including The Kroger Co. and Tesco. Companies devote significant resources to understanding their customers, but linking these efforts to the creation of profitable consumer demand is often surprisingly challenging, even among the most sophisticated organizations. This session will address the barriers and opportunities in using customer insights to achieve sustainable profitable

growth centering on changing from a category/product focus to a customer focus.

Stuart Aitken's extensive experience in loyalty programs, marketing, retail and grocery, have ideally positioned him to lead dunnhumbyUSA's continued exponential growth. Aitken joined the company in August 2009 as Chief Operating Officer, just as dunnhumbyUSA christened its new 150,000 square foot Cincinnati headquarters. He also serves on the dunnhumby Executive Board.

Prior to joining dunnhumbyUSA, Aitken held a variety of retail marketing positions, most recently as the Executive Vice President/ Chief Marketing Officer of Michael's Stores, Inc., the #1 art and crafts retailer in the U.S. with over 1,000 stores in the U.S. and Canada.

Aitken has a B.A. in Information Management from Queen Margaret University in Edinburgh, Scotland and a M.A. in Information Management from the University of Strathclyde in Glasgow, Scotland. He was a member of the Retail Board of Advisors to AC Nielsen, IRI and NCR's Teradata Division as well as the Board of Advisors to California State University East Bay's Business and Economic Department.

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WHEN:

Wednesday, February 9, 2011
 11:30 a.m. – Registration
 Noon – 1:30 p.m. – Luncheon Program

WHERE:

Queen City Club
 331 East Fourth Street
 Cincinnati, OH 45202

REGISTRATION FEES:

ACG Cincinnati Members - \$0
 Non-Member Guest - \$50

**Pre-registration is required to insure
 availability due to limited seating.**

Call: (866) 500-ACGC (2242)
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RESERVATION DEADLINE

Friday, February 4th at noon.

Payment for reservations not cancelled
 by 4:00 p.m. on the 4th is due in full.

*Unpaid No Shows will be invoiced with
 payment due upon receipt.*

*Members with "all-inclusive plans" who
 make reservations and no show will be
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