

## EXECUTIVE INSIGHTS ANDREW APPEL PRESIDENT AND CHIEF EXECUTIVE OFFICER

A glimpse at the minds and personalities of IRI's thought leaders.



Chicago-based IRI is a technology-driven data and analytics company at the forefront of the consumer buying revolution. IRI delivers the world's largest set of market, consumer purchase and integrated media data to CPG, retail and OTC healthcare companies around the globe. As a result, its clientele reaps the benefits – growing their businesses and in turn further growing a giant and always-evolving industry.

Here we get a glimpse inside the mind of IRI's President and Chief Executive Officer Andrew Appel as he shares some thoughts on the consumer revolution, IRI's Growth Delivered strategy, what's to come from now into 2016 and even how the "Boss" inspires the Boss.



**Andrew Appel,**  
IRI President and  
Chief Executive Officer

### Q: What is the most satisfying part of your job?

**A:** *I am really energized by the opportunity we have to change the way the world's consumers interact with products and make purchase decisions. We're on the precipice of a consumer revolution, and I love coming to work every day knowing that our outstanding team's constant innovation will keep us at the forefront.*

### Q: What are the top factors driving today's consumers?

**A:** *We are experiencing what IRI refers to as the consumer buying revolution, which is fundamentally reshaping the way consumers shop. This is being driven by the explosion of media exposure, a fragmentation in the number of places people shop and the rapid acceleration of social media. With all this change, I believe we are witnessing what we will look back on as the biggest change in consumer buying since the invention of the car.*

### Q: How can IRI's Growth Delivered strategy help CPG marketers?

**A:** *What makes us different and is at the heart of what we do is our revolutionary and proprietary technology platform, which harnesses the Big Data that matters most to our clients and helps them grow their businesses. This superior technology platform, combined with our diverse and highly skilled employee base, delivers insights faster, resulting in distinct advantages for our clients. Simply put, consumers are making decisions faster, and we're helping our clients to keep up with the changes in consumer behavior.*

### Q: How will IRI partner with clients to reevaluate and respond to ever-changing consumer behaviors?

**A:** *The IRI Shopper Marketing Cloud will be the world's largest integrated consumer, purchase and media data set. Together with our proprietary data management tool, IRI's Liquid Data Platform, we offer real-time predictive analytics and insights on a mobile technology platform. IRI can also integrate that platform behind our clients' own firewalls to offer customized and fast data delivery. We call that our IRI Private Cloud, and this entire platform is the first of its kind. These tools offer unprecedented insights that help our clients anticipate future consumer behavior and adapt quickly to changing consumer demands.*

### Q: What is the most exciting initiative coming out of IRI in 2015-16?

**A:** *We are doing so many exciting things right now but one relates to prescriptive analytics, where we distill data into actionable recommendations for our clients. We recently developed a new tool called Q-IRI™, which will uncover new growth, calculate the value of various actions and prioritize recommendations for marketing, sales, strategy and merchandising professionals across a variety of industries. We like to describe Q-IRI™ as having the sophistication of IBM Watson with the simplicity of Apple's SIRI.*

### Q: What level of success has been achieved with IRI initiatives?

**A:** *IRI is only successful if our clients are successful, and we have been fortunate enough to help our clients achieve extraordinary success as we work with them to find dramatically new ways to help grow their businesses. Due to our success helping clients, IRI is winning in the marketplace and growing faster than our competitors. We have 100s of case studies where our clients are achieving accelerated growth from our work, and our research shows our top clients are outgrowing those of our competitors.*

### Q: What would people be most surprised to know about you?

**A:** *I am a huge Bruce Springsteen fan. I was recently lucky enough to guest host the E-Street Band channel on Sirius XM where I had the amazing opportunity to "Be the Boss." I find his music aspirational, and even play Springsteen at meetings to motivate the team.*

### Q: What's the most recent purchase you made online?

**A:** *A new BBQ with all the bells and whistles for my backyard – summer here we come!*

### Q: What are you currently reading for pleasure?

**A:** *The High Speed Company, by Jason Jennings and Laurence Haughton.*