



Alan Edelstein
Shopper Insights Manager
Johnson&Johnson Consumer Group

Alan Edelstein is the shopper insights manager for Johnson&Johnson Consumer Group. He has ten years experience with this group and a background in marketing, trade marketing and sales.

As part of the J&J USA IDP (International Development Program), he led the J&J Center of Excellence Hispanic Shopper Initiatives focused on identifying Hispanic Shopper Insights, creating plans with customers and developing educational/promotional programs.

With J&J Brazil, as key accounts team leader he led strategic business plans with Wal-Mart, Carrefour and CBD – accounting for 25% of total J&J sales. He also was trade marketing manager for J&J skin care brands and marketing manager for J&J women’s health brands.

TUESDAY, July 29, 2:45 p.m.
Consumer Insights Track – Concurrent Session 3B
Latina Shopper Insights



Hosted by:
ConvenienceStoreNews PROGRESSIVE GROCER nielsen