



News

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MEDIA CONTACT:

James Tenser

info@vsenstrategies.com

520-797-4314

The Incredible Dissolving Store: Tenser Addresses Kantar Retail Future of Category Management Forum

ROSEMONT, Ill. - Price, space, promotion, markdown and replenishment optimization have added multiple dimensions to the Category Management discipline. Now mobile technology, social media, and their associated Big Data promise to dissolve the walls of the store.

James Tenser, principal of VSN Strategies™ posed the questions: "Are the new breakthrough insights out-pacing our ability to implement?" and "How does the new Big Data impact our decision processes?"

He delivered the talk at the Kantar Retail Future of Category Management forum in Rosemont, IL, held Oct. 16-17.

About VSN: VSN Strategies is a specialized consulting firm that provides thought leadership to the retail and consumer products industry. It delivers high-value strategic consulting and content services, with emphasis on Retail Technology, Shopper Media, In-Store Implementation and Merchandising Performance Management.

Founder, James Tenser regularly delivers [presentations, workshops and webinars](#) to audiences across the retail consumer products industry.

About Kantar Retail: Kantar Retail is a global insight and consultancy business delivering tangible and transformational growth solutions to the world's leading blue chip brands and companies. It is a unit of the Kantar Group, the insight and consulting arm of WPP, the world's largest communications group.

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