

inside

Summer 2013

ADVANTAGE



Filling Up on Fresh... ASM Poised for Perishables Leadership



Also In This Issue Interview with President and COO, Mike Salzberg [Adult Beverage Sampling](#) [Cracking the Code on Distribution Voids](#) ►

welcome

Our **Winning** Ways...

inside **ADVANTAGE**

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Only six months have passed since our inaugural issue of Inside Advantage, but in that time ASM has seen many exciting advancements. Our cover alludes to enhancements to our perishables business through recent acquisitions of the Action West Group companies as well as Priority Food Marketing, which bring with them renowned expertise in the Meat, Seafood, Bakery, and Service Deli areas where we are pleased to take a leadership position through our national strategy. However, that is just the tip of the iceberg in terms of what's new and exciting at ASM.

With the addition of Katie Bianchi who came on board as Chief Human Resources Officer last December (featured in the issue with her own column on page 10) our Executive Leadership team is now complete. In January this team shared a new actionable strategic plan that will be the focus of associates across all levels of the organization with the following four key elements: Winning with Clients, Winning with Customers, Winning through Innovative Services, and Winning by Maximizing Productivity.

It is fitting that you can observe this strategy in action throughout this issue of Inside Advantage. We highlight

how ASM is **Winning with Clients** and **Winning with Customers** through data-driven solutions such as the Casual Opportunity Explorer, which allows managers to quickly assess and correct key distribution voids (see page 4, Cracking the Code). ASM proves itself as the industry's forefront agency by **Winning through Innovative New Services**, as exemplified by our Advantage Beverage Solutions wet sampling program (see page 3, Cheers to the ABS Sampling Program). Lastly, we continue to find the best ways to **Maximize Productivity** for our workforce with initiatives

such as Project BDM, which leverages our talent pool to reduce administrative inefficiencies and increase face time with our clients and customers (see page 5, Setting a Higher Service Bar).

“It is certainly an exciting time to be part of Advantage Sales and Marketing.”

It is certainly an exciting time to be a part of Advantage Sales and Marketing. We have real points of difference, dedicated associates with passion for adding value and exceeding Client and Customer expectations every day, and a winning strategic vision for the future that is sure to further strengthen our position as the industry's leading sales and marketing agency.

Winning Together,

Tanya Domier

Tanya



Cheers to the Advantage Beverage Solutions Sampling Program

The adult beverage category is a dynamic and growing area of focus in retail today. Driven by the Millennial generation's purchasing power, the category is becoming more diverse, with new consumer taste and brand preferences. According to a recent Nielsen Category Fundamentals study, focused in-store efforts can be highly effective in driving unplanned alcohol purchases. The same study suggests that Millennials are responsive to adult beverage in-store promotions and new product launches. Advantage Beverage Solutions (ABS) is capitalizing on these insights with its new adult beverage sampling program.

The ABS sampling story began in 2011 when California passed legislation for in-store alcohol beverage sampling. This inspired Beth Cozza, IN Marketing Director

of Operations, and Marcel Durand, ABS General Manager, who together envisioned a next-generation store sampling program: a category-level solution that would give client brand visibility through compelling one-to-one engagements and provide consumers with a premium "tasting room" experience.

The program launched in 2011 in Albertsons (SoCal/NV), with just 119 total events. By 2012 the program had rapidly expanded to over 17,000 events in Albertsons, Sam's Club and Fresh & Easy. Today, the program continues to grow its client and customer base, with event execution now authorized

in Kroger, Walgreens, Roundy's, Safeway CA, HEB, and Publix, making it the only national sampling platform in the country.



The ABS Sampling program provides turnkey solutions with consistent in-store presence, customer engagement and a growing team of TIPS® certified brand specialists. Clients are seeing significant and lasting returns on the program. Earlier this year, Diageo

utilized ABS to launch its Once Upon a Vine wine brand in 100 Albertsons stores throughout Southern California. Once Upon a Vine saw an impressive 221% unit lift during the event week in

(continued on page 9)

Cracking the Code Portfolio Distribution Voids and Retailer Distribution Deficiencies

You may have heard that old saying: “You cannot sell what is not on the shelf!” The implications and impact of this statement still ring true today for retailers and manufacturers alike. Product availability on shelf is an objective that has been pursued by our industry for as long as most can remember and has been the subject of thousands of research initiatives and millions of dollars in tests and case studies. Research shows that despite the focus and investment that has been expended in this area, the retail cost of on shelf availability is still in the billions of dollars annually for retailers and manufacturers.

The consumer is very different today, upping the ante for the perils of on-shelf availability. Shopping options continue to increase, and consumers are increasingly savvy in their use of technology to check prices, check availability, search for discounts, and consider options during the shopping trip. And they will go elsewhere or do without today. When an item is not available to a consumer in store, the 2012 Supermarket Retail Experience Study shows that “50% of those shoppers go to a different store to purchase the item; 38% forego the item; 14% buy a different item at the store instead; and 12% buy a different brand or size.”

Recognizing the importance of this area, ASM expanded the capabilities of its Causal Opportunity Explorer (COE) platform to include a robust distribution component. The

distribution component of COE allows our analytic professionals to quickly and efficiently identify distribution voids across brand portfolios and retailer trading partners as well as insufficient distribution levels on existing SKUs. This “point and click” access adds tremendous power and insight for the teams at Advantage Sales and Marketing. The financial component of the COE distribution analysis module provides the ability to identify the “size of the prize” when identifying key distribution voids and distribution deficiencies. Teams now have the ability to deliver “Speed To Insight™” across distribution conditions and to clearly identify the sales and financial impact that recommended actions will have in the marketplace. Using the COE business management process, ASM business managers and category managers can now collaborate around this powerful ASM business intelligence platform to deliver superior distribution and sales results.

The COE distribution component delivers comprehensive retailer summaries that include robust metric sets around distribution levels, deficiencies, and opportunities for team collaboration and business planning. It identifies:

1. Risk assessments for currently stocked SKU's
2. Headquarter voids
3. Distribution deficiencies
4. Scorecarding and reporting

This enables teams to proactively analyze brand portfolios to identify threatened distribution and deliver insightful business plans and retailer recommendations. Scorecarding and reporting are just a click away in this exciting new COE distribution module.

If you want to learn more about the expanding capabilities within the ASM COE platform, please contact your ASM Client Team Leader or Business Contact to set up a guided tour.



PROJECT BDM: Setting a Higher Service Bar

The only constant in the CPG industry landscape is that it is always changing. In response to this continual change, Advantage Sales and Marketing committed to identify new ways to provide increased levels of service to clients and customers. Our solution was to create a stronger go-to-market strategy with improved process efficiencies, which came to life through the creation of Project BDM.

Project BDM is a pilot program to evaluate a vertical go-to-market sales structure designed to achieve a competitive advantage for ASM and our clients and customers. The goal of Project BDM is improve process efficiencies by developing and implementing a sustainable and scalable market sales structure, reducing administrative inefficiencies, increasing face time with clients and customers, and building career pipelines for future Business Development Managers.

In performing due diligence, ASM's teams conducted a thorough analysis to better understand what changes were needed to make the greatest impact in a market. Baseline metrics were created to better understand the time and resources spent on tasks such as administrative duties, as well as labor and costs to support clients and customers. The team projects that the new structure will allow ASM to reinvest on average an additional headcount of three to six associates into each market who will focus on delivering client and customer objectives.

From small beginnings come great things. With that in mind, the project was implemented in just a few markets around the country to better prepare for

a future wide-scale roll out. The process began with analysis of the staffing structure and market practices and panel interviews to confirm that the right talent was in the right roles. Project BDM launched in Jacksonville in October 2012 and, under the leadership of Craig Miller and Roger Schmitt, the market achieved the objectives of the project.

"In addition to paving our path to success by creating a scalable structure and vertical go-to-market strategy, Project

“ We have seen tremendous results from our pilot program in Jacksonville, which has been expanded to include the Chicago/Milwaukee, Metro New York and Harrisburg, PA markets.
—Craig Miller,
ASM Division
Vice President ”

BDM infuses our sales team with critical bench strength and creates opportunities for career development for our associates. This strategy ensures that ASM will continue to be the industry leader in attracting and engaging top talent that drives outstanding service to our clients

and customers,” said Craig Miller, ASM Division Vice President. “We have seen tremendous results from our pilot program in Jacksonville, which has been expanded to include the Chicago/Milwaukee, Metro New York and Harrisburg, PA markets. The Pacific North West market will soon be joining the pilot. We set our expectations for this program extremely high and it’s very exciting to see our strategy succeed.”

While completing the pilot, ASM is simultaneously identifying the next markets that will implement Project BDM. The team will continue to measure and analyze the sales and performance targets of the pilot markets to fine tune the wide-scale roll out for the remaining ones. There is still much work to be done to implement this strategy across ASM, but Project BDM is well on its way to ensuring an even more valuable service experience for ASM clients and customers.





Mike Salzberg

What's Next for ASM

Please describe your background prior to ASM.

My experience in the CPG world started even before I began my career. My parents ran a grocery store, so from a young age I was exposed to all aspects of working in store. Once I graduated from Washington State, I remained in the industry and went to work for Gallo Winery in a variety of sales roles. From there, I held several positions at Pepsi-Cola Company including General Manager, where I was responsible for running multiple production facilities, and Vice President of Customer Development. After my tenure with Pepsi, I moved to the Campbell's Soup Company, beginning as SVP Sales and Distribution of Pepperidge Farms and later

becoming President of the Campbell Sales Company. Most recently, I was the Executive Vice President of Total Wine and Company, a privately held \$1.4 billion organization.

Until now, you have primarily worked for manufacturing companies. How does this background influence your approach to ASM's business?

My manufacturing background gives me a unique perspective in understanding the landscape of our clients' business. I have insight into what it takes to run a manufacturing P&L, and I understand how

our clients are measured and scorecarded. By understanding their pain points, I can guide ASM's business to be sensitive to these areas and partner with our clients to ensure a win-win for both companies.

Why did you choose ASM as an employer? What makes us different from the competition?

I see ASM as a growth company and believe it has incredible potential to expand and evolve with the industry. One of our most compelling points of difference is our ability to build flexible solutions for clients and customers. Rather than constrict our

“For a company like ASM, where flexibility, speed, experimentation, and innovation are in our DNA, a changing landscape only gives us more opportunity to add value. This is where we shine.”

Mike Salzberg enjoying time with his family.



clients into a “one size fits all” approach, we customize and deploy our teams to fulfill the client’s specific needs.

Since joining ASM in October 2012, what is the most exciting progress you have seen the company make?

There are three exciting initiatives that continue to position ASM as a strategic industry leader:

- Our “Customer as the Client” approach is stronger than ever and continues to foster long-standing partnerships with both retailers and manufacturers. To deliver outstanding results, a strong relationship at the customer is paramount, and working on customer partnerships ultimately adds value for our clients.
- The ACE Program continues to amaze me. I am blown away by the caliber of talent in the program and the ability of these new hires to learn and adapt quickly. I am equally impressed with the way the rest of our organization has embraced the program. The willingness to mentor, guide, and support our future talent has made all of us better.
- The innovative enhancements being made to our technology platform define us as a strategic partner for our clients and customers, and I am always excited to see what is next from our Business Intelligence teams. From our success with tablet technology to our latest updates to the Casual Opportunity Explorer, our technology continues to distinguish our services as best-in-class.

Our industry is evolving rapidly. What do you see as change catalysts our industry will face over the next 5 years?

There are several. To me the three that are especially prevalent for CPG manufacturers and retailers are the advancements in



To deliver outstanding results, a strong relationship at the customer is paramount, and working on customer partnerships ultimately adds value for our clients.



mobile applications and online shopping, the increasing power of the Hispanic consumer, and the shifting paradigms in the healthcare industry. However, unlike many in our industry, I hesitate to label these change factors as “disruptors” because they have actually been part of the changing consumer landscape for a number of years now. ASM has been anticipating and addressing them proactively and continues to evolve and expand our service offerings to help our clients and customers succeed in these areas as the pace quickens. For a company like ASM, where flexibility, speed, experimentation, and innovation are in our DNA, a changing landscape only gives us more opportunity to add value. This is where we shine.

How will ASM continue to challenge the current speed of innovation in regards to these changes and stay at the forefront of the industry?

As I mentioned, ASM is well positioned to address these trends and has a great foundation on which to build and expand. Take digital applications, for instance. We were first to market with our ARTS handhelds years ago and now we are the first SMA to transition to tablets. Our category management technology is one of a kind. We are leveraging our digital competency with consumer-facing offerings such as PromoPoint’s digital marketing retailer platform and IN Marketing’s Mobile@ Shelf content application. We are also exploring how our sales and marketing

service models can add value and help our clients grow their businesses with e-commerce customers.

We also have anticipated and established a wealth of experience with the Hispanic consumer. IN’s Hispanic Shopper Marketing group, established way back in 2005, is intimately familiar with Hispanic culture and the way this demographic shops, helping clients like Unilever connect with this key demographic. Since 2006, IN has been partnering with Kroger on Hispanic marketing festivals that help them and their suppliers engage with the community. And now, in September 2013, we will be launching a dedicated Hispanic retail group, with comprehensive coverage in key accounts and bilingual sales reps with independent marketplace expertise, armed with the latest tablet technology.

Finally, we have anticipated the demographic and legislative changes impacting the healthcare industry and built new capabilities such as IN’s Health and Wellness marketing platforms and the Advantage Consumer Healthcare group. Recent FDA/industry publications indicate a desire to open up the OTC avenue as a way to control Healthcare costs. We are confident that this group and its expertise in managing Rx-OTC transitions will be seeing lots of action in the coming years.

Our history of innovation and track record of strategic thought leadership have propelled ASM to the forefront of our industry, and we will continue to constantly ask “what’s next?” to challenge ourselves to achieve more.

Welcome the Latest Additions to the ASM Family – Advantage Action and Advantage Priority



At the end of 2012, ASM completed the acquisition of six companies specializing in meat, seafood, deli, and bakery products in the grocery class of trade. The companies had worked together in an alliance known as Action West Group and shared a reputation for providing the very best perishable-focused retail and head-quarter services in the industry. When the deal closed, Action West became Advantage Action, a new perishable-focused ASM division with dedicated retail teams and Business Managers now armed with support from North America's leading sales and marketing agency.

Action West Group was formed in 2006 in an effort to offer Kroger a one-stop solution for its private label meat, seafood and packaged deli business. The group succeeded and shortly thereafter was appointed by Kroger as the preferred broker for this business in the western United States. With the Kroger private label win and years of successful management, the members of Action West Group formed Action West Branded in 2010 to

represent branded meat, seafood, deli and bakery products on a national basis for Kroger. Between the jointly-owned alliances and individual companies, the businesses came to represent some of the preeminent names in this space including Tyson, Jennie-O, Reser's, Land O' Frost, and Johnsonville.

The launch of Advantage Action reinforces ASM's commitment to aligning with the best in our industry as we pursue growth, strengthen our relationship with clients and customers, and diversify our business. Just three months since joining ASM, the Advantage Action team has integrated into its new organization and is already outperforming expectations. Not only have they retained all of their key legacy clients, but they have partnered with the rest of ASM to secure wins with Boboli International, Johnsonville Sausage, and Blount Fine Foods.

With the Advantage Action acquisition complete, ASM continued searching for opportunities to enhance the company's meat, seafood, deli and bak-

ery platform. To this end, in May 2013, ASM completed the acquisition of Priority Food Marketing – another top-notch perishables broker with coverage of the Northeast and Mid-Atlantic. When this transaction closed, Priority Food Marketing became Advantage Priority.

ASM looks forward to future success in Perishable, as Advantage Action and Advantage Priority begin leveraging ASM's resources and strengths. For instance, by incorporating ASM's technology into the selling process, both divisions have become even more effective and hyper-focused on achieving client objectives.

Advantage Action is headquartered in Foothill Ranch, CA and led by Jeff Pakula, President, who previously ran one of the acquired companies. Advantage Priority is headquartered in Billerica, MA and led by Al Albano, President, who was formerly the CEO of Priority Food Marketing.

Jeff and Al report to Michael O'Keefe, SVP Client Services. Sonny King, Executive Chairman, actively oversees the business.





Service Truly Defined in Advantage Sales, LLC

In retail sales the word “service” typically refers to merchandising, headquarter interface, and other selling activities. For Advantage Sales LLC (ASLLC), service describes the sacrifices made by the brave men and women of the U.S. Military to protect our way of life. Providing for these individuals and their families through the military retail channel is the driving motivation for ASLLC associates. The division’s strategic retail teams coupled with best-in-class technology and business intelligence tools make ASLLC the best in the business.

ASLLC is positioned ahead of the curve in the military channel. The majority of ASLLC retail reps carry one third the number of

SKUs carried by other agencies, enabling greater focus and unparalleled execution in store. Because of this focus, ASLLC clients have experienced accelerated sales, share gains, and improved brand presence and exposure in-store. In fact, the average ASLLC client growth is twice the growth in total military! In addition, ASLLC deploys customized mission-specific teams, each one dedicated to a specific customer within the military channel.

ASLLC has brought a new level of sophistication to the military channel with retail and business intelligence tools. The ARTS Retail Technology platform gives reps the power to complete accurate reporting of KPIs down

to the store level, giving clients greater visibility throughout the entire exchange system. These insights can be leveraged for everything from planning promotions to correcting supply chain issues. Additionally, ASLLC’s Business Intelligence platform includes Sales Opportunity Explorer, which drives actionable insights for clients.

Due to its strategic approach and best-in-class technology, ASLLC has seen dramatic growth in the past few years, adding key clients to its roster such as Mars, Dial, Unilever Ice Cream, Continental Mills, High Ridge Brands, FAGE yogurt, and Hanes. The team has grown as well, with 30 new positions from BDMs to District Managers, 5 individuals appointed to senior management, and 2 new offices opened in Virginia. ASLLC’s increased industry presence has been recognized by the American Logistic Association, the channel’s premier trade association, through appointments to several of its key committees. Additionally, ASLLC and Unilever were jointly awarded the Exchange’s 2012 Vendor Appreciation Award. Traditionally presented to manufacturers, this highly coveted award reflects the high levels of customer satisfaction and confidence in ASLLC.

The future looks bright for ASLLC. Consolidation is expected to continue as manufacturers streamline their operations, and as an industry leader, ASLLC is poised to reap the benefits. Most importantly, ASLLC will continue “Winning Together” by proudly serving those who truly define the word “service.”

Beverage Sampling Program

(continued from page 3)

Event stores vs. Non Event stores. They also saw significant lift carry out over the following month, with a 55% increase in units sold in the Event stores vs. Non Event stores in the four weeks following the event. Customers also reap the benefits of the ABS sampling programs. A study of Albertsons across SoCal and Nevada in 2012 showed

that stores with four or more tastings per month sold on average \$132,790 more wine than stores that executed less than four.

Adult beverage sampling continues to grow as one of the most effective ways for suppliers to spend their marketing budgets. Many major suppliers are consolidating their budgets from a regional to a national pool, which streamlines efforts with many of our major customers. ABS

continues to develop strategic solutions to become the preeminent alcohol beverage sampling agency in the country. If you would like to find out more about how an in-store sampling program could add value, please contact Brian Rosenblatt, Director of Client Services at brian.rosenblatt@asmnet.com.





Becoming “That” Company to Work For...

by Katie Bianchi, Chief Human Resources Officer

I am excited to introduce myself as ASM's new Chief Human Resources Of-

ficer. I joined Advantage at the end of last year and in that short time I have seen that ASM is a great company with innovative leaders and a dynamic, dedicated workforce. I have witnessed firsthand that our associates are our competitive advantage and I am beyond impressed! My background includes 16 years with Marriott and five years with In-N-Out Burger so I know what it means to work for companies that have engaged associates and are known for being great places to work; ASM is well on its way to being one of those companies. You have my commitment that I will partner with our leaders to get us there and together we will create a strategy focused on engaging our associates and becoming “that” company to work for in the CPG industry.

My team and I are building the right structure and strategies to achieve that goal. My vision is to leverage HR tools and resources to:

1. Drive the right talent, solutions, and organizational capabilities to enhance ASM's culture and drive exceptional service
2. Create a foundation that allows our associates to deliver superior service to our clients and customers
3. Attract, develop, engage and retain top talent to continue to be the sales and marketing industry employer of choice and to produce measurable results for our stakeholders

And it all starts with engaged associates. They provide better service and perfor-

“Quite simply, engaged associates want to come to work and do well which benefits everyone.”

mance which directly affects the success of all companies including ASM. Quite simply, engaged associates want to come to work and do well which benefits everyone. With this in mind, associate engagement has become an increasingly important part of our company focus. ASM utilizes an engagement survey which allows associates to express their views on ASM's performance, where we excel, and our opportunities for improvement. Over 16,200 associates participated in the 2012 survey, providing us with measurable results that allow us to prioritize and focus on the key dimensions that are most important.

The 2012 Engagement Survey results told us that we need to hone in on five areas that are proven to have the greatest impact on driving engagement and business outcomes: Growth and Development, Lead-

ership Trust, Future Vision, Recognition and Communication. We improved an averaged 1.2% points across these five key areas from 2011-2012, but there is still work to be done. ASM leaders are continuing to champion engagement through regular communication, action planning and accountability, team discussion forums, and new recognition programs.

Our associates also play a vital role in engaging our workforce by becoming actively involved as champions of their own engagement. Everyone can make a difference by having a great attitude and setting an example for their peers, recognizing teammates, and using strengths to add value. Everyone can make an impact and together we will become “that” company to work for in the CPG industry!



follow-up

The Store Call of the Future is NOW!

In 2012, we told you about the launch of our tablet technology platform and Pitch Book application. We are happy to report that the results have been just as game changing as we anticipated. **Early Returns: "ASM hits a Home Run!"**

Here are two examples of what our clients are saying about the new technology after six months:



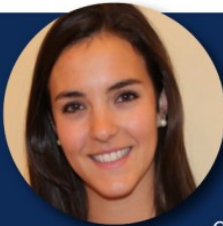
"As a company that invests heavily in data we find the new ASM Pitch Book has really hit the mark. Being able to walk into a store, show them their store level POS data and then use that to help us drive sales is a win-win for the retailer and PWS."

—James McGuinness, Director
Retail Operations, Pepsi
Warehouse Sales

"The combination of new sales calculators, high quality selling presentations, and the logical flow of the new ASM Pitch Book has made a significant difference in our approach in store. As a company, Unilever is very excited about what we have seen to date and the vast possibilities going forward. ASM has hit a Home Run!"

—Burt Palmer, Senior Director
Perfect Store, Unilever

In the coming months, ASM will continue to deploy enhancements to our industry leading technology platform. We are already in the testing phases for all teams, and the technology will be fully deployed across ASM teams by Q1 2014. Stay tuned!



ACE Profile

ASM's ACE (Accelerated Career Experience) Program increases early leadership bench strength through development of college graduates. Clients have the opportunity to sponsor an ACE candidate and provide them with additional client-specific training throughout the ACE curriculum. Victoria McCarthy joined the ACE Program in June 2012 and received sponsorship from Bumblebee Foods.

I joined the ACE program fresh out of college from the University of Notre Dame. As I transitioned out of the academic world, I began looking for a job where I could use my strong communication and reasoning skills. I knew I wanted a position with a company that offered both the guidance of mentored training as well as opportunities to advance quickly, and the ACE program was a perfect fit.

I began my training as a Leadership Development Associate in the Anaheim, CA office. The first few weeks on the job felt like trying to drink out of a fire hose; I initially felt flooded by introductory PowerPoints, UCAs (Unfamiliar and Confusing Acronyms), and a labyrinth of cubicles. However, the coaching I received from my mentor and the full immersion into the business helped me learn quickly, and I felt my confidence growing daily. One day I would meet with top-level executives, and the next I would be working at the store level where everything ASM does comes to fruition.

My first interaction with Bumblebee came about a month into the ACE program. I visited the corporate headquarters in San Diego where I was exposed to sales, procurement, logistics, and EMAs (Even More Acronyms). Bumblebee also took me further afield to learn more. I toured the Biltmore Estate with Bumblebee's sales force at their national meeting in North Carolina, where I bravely sampled my first, surprisingly delicious, canned sardine. I even donned a white lab coat and stylish hair net at Bumblebee's canning facility in Santa Fe Springs, CA and watched product go from frozen fish on a truck all the way to finished product in the can. My in-depth exposure to the manufacturer has given me greater industry insight and a valuable perspective on the ASM/client relationship.

The ACE Program is a unique opportunity to develop new talent and promote meaningful growth for this industry. Twelve months ago, I didn't know what "CPG" stood for, and I wasn't even aware that Sales and Marketing Agencies existed. Only one year later, I have embarked on an exciting career journey, all due to the guidance I received from my ACE and Bumblebee training. As a service business, it is critical for ASM to fully understand the manufacturers we serve, and giving future leaders the opportunity to learn on-site with a company like Bumblebee is an invaluable initiative. I've been enabled with expanded insights into this business, and the ACE program has instilled me with the confidence to use my talents to serve both the company and the industry.



Military channel focus. ASM strength and scale.



Combine 40+ years growing brands in the Military Resale industry with the powerful resources of Advantage Sales and Marketing and you get the channel's premier sales and marketing agency. Our proactive business managers leverage our business intelligence platform to drive actionable insights at headquarters. Our retail reps carry fewer SKUs than those at other agencies, enabling greater focus in-store, and are armed with the industry's most robust technology for deeper reporting. It is no wonder that for two straight years, the average sales growth across our portfolio has exceeded twice the military channel average. Let us prove our commitment to you and those you serve.

Please contact Robert Fischer, Vice President, at robert.fischer@asllc.net or (443) 472-4501.