

## 2024 Deli, Dairy & Bakery Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Wednesday, April 17, 2024

#### Industry Insights: The State of Deli, Dairy, Bakery, and Frozen Foods

**40 minutes**

Monica Burton is a Director of Account Development for Nielsen IQ. She manages the Perishables vertical specialized in client development with small and emerging businesses. With 15 years of experience, Monica has dedicated her career to perishable clients, beginning with the Perishables Group and now with Nielsen IQ. Monica received her bachelor's degree in marketing and international business. Monica loves getting to know her clients personally and becoming a true partner and dedicated resource.



Monica Burton, Director of Account Development  
NIQ