

Michael Kantor

CEO and founder of the Promotion Optimization Institute, LLC

As CEO and founder of POI, Michael and his team continuously produce best in class industry events focused on marketing effectiveness and collaborative price/promotion optimization around the globe.

POI brings together manufacturers, retailers, solution providers, analysts, academics, and other industry leaders with the specific objective of collaboratively improving Enterprise planning and the promotion & distribution of consumer goods. POI instills a financial and metrics-based discipline with a focus on the consumer/shopper through sales, marketing, and merchandising strategies



Michael has spent his career creating retail and brand price/promotion optimization programs, and analytics that drive improved loyalty and profits. Mike co-chaired and developed with Gartner, Inc. and leading CPG executives the industry's first standard set of trade promotion definitions/metrics; and pioneered efforts to define and document trade promotion management in foodservice.

Before starting POI, Michael was Managing Director with the Trade Promotion Management Association where he led the organization in creating alliances and value for members, collaborating with industry leaders and oversaw the strategy and development of TPMA's programs, services, and research.

He is also the visionary for Collaborative Marketing, a brilliant, committed group of retail, CPG, and academic leaders the Certified Collaborative Marketer (CCM)[™] curriculum and certification for how to collaborate with trading partners.

Mike began his career in retail advertising and operations as senior vice president, Drug World Pharmacies. He has written for numerous industry publications, executed primary research defining trade promotion optimization, redesigned the NYC Hospice delivery model, guest lectures at Saint Joseph's University, and speaks at industry events.

He holds an undergraduate degree from Western Connecticut State University, and an MBA from the Saint Thomas Aquinas College.