



Richard Hilton

Senior Vice President, Strategic Revenue Intelligence Solutions

As Senior Vice President for Strategic Revenue Intelligence Solutions, Richard Hilton leverages his years of experience to improve revenue strategies for Enterra clients. In this capacity, he leads the productization and lifecycle management of the Enterra Revenue Growth Intelligence Solution™ (ERGIS) and other related capabilities. He also leads efforts to integrate ERGIS with the leading trade promotion and revenue management systems of record as well as build alliances with leading industry players in this field.



Prior to joining the Enterra Solutions, Mr. Hilton worked for over two dozen years in various capacities with Nestlé USA (NUSA). In his last position, as Director of Center of Competency for Trade Planning, he led a cross functional team in the implementation of a trade promotion management solution across all operating companies in North America (largest implementation in the world). This solution helped support trade planning across \$25 billion in annual sales. Mr. Hilton began his NUSA career in 1997 as a founding member of NUSA's Sales Finance team, where he supported the Field Sales account teams with trade spend activities. In 2000, he moved to NUSA's Solon campus in Ohio where, over the next nine years, he advanced through a series of strategic Sales Finance and Customer Development roles. His key contributions during this period included leading a cross-functional team to reshape NUSA's trade spending strategy and founded the Trade Analytics group.

In 2009, he transferred to NUSA's California headquarters, where he created the blueprint for a new customer profitability model intended to change the company's customer investment focus from topline sales to overall profitability. During this time, he also upgraded the legacy trade planning tool to include a Base and Lift mode of planning - the standard now used by all major account teams. He was later promoted to Director and formed a new Strategic Pricing discipline, which led to a new pricing management process and data repository for pricing analysis. He later developed end-to-end strategy and plan development for regular vs. promoted pricing and implemented several strategic marketplace list price changes that drove both topline and profit growth - initiatives that earned him the annual Nestlé USA Chairman's Award for adding value in the Operational Master Plan. He also pioneered new approaches for post-promotional analysis for \$2B in annual trade spend and automated the process for post-event analysis across 36 NUSA product categories and more than 100 customers.

Before joining NUSA, Mr. Hilton worked for Garber Brothers as a Sales Analyst. In that capacity, he tracked new account growth and processed electronic ordering and invoicing. Following graduation from college, he began his working career as a sales analyst with H.P. Hood Inc.

Mr. Hilton earned a Bachelor of Science degree in Business Administration from Northeastern University.