

Pam Bown

Chief Commercial Officer of the Promotion Optimization Institute, LLC

As Chief Commercial Officer of POI, Pam creates and executes POI strategy, advisory, and research. She elevates practices and CPG and Retailer relationships.

Prior to joining POI, Pam spent 13 years with Del Monte where she carried many roles. She was the Director of Sales Strategy and Operations, which included: Sales Systems and Reporting, Sales Operations, BI Analytics, Sales Training, and Sales Policy. Pam's final role at Del Monte was as the Director of IT Governance and PMO, which included planning and leading enterprise-wide technology engagements.



Prior to joining Del Monte, Pam worked for Unilever and quickly progressed through numerous retail, key account and leadership sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director for all Retail CPG business west of the Mississippi. Pam has 29 years of Sales & Systems experience and demonstrates a passion for creating a competitive advantage through high-performing teams.

Pam has current, extensive knowledge in TPM, TPO, ROI, Revenue Management, Advanced Analytics, Change Management, Sales and Sales Effectiveness, Demand Planning, Supply Chain, Organizational Effectiveness, and other relevant best practices areas. Over the years she has researched, designed, and deployed enterprise-wide solutions to meet business needs. She understands how to execute and gain user adoption of new systems for physical retail and E-commerce. She advises solution providers on enhancements to core capabilities and partners with other CPG manufacturers to share, learn, and drive best practices in today's challenging retail and consumer goods environment for mutual benefit.

Pam earned her BA in Business Administration from the University of California at Riverside. She also serves in a broad array of community and industry leadership roles, including the Network of Executive Women & Deloitte Advisory - Women to Watch Program.

Outside the industry, she is a wife of 28 years, mother of three children, globally award-winning children's author, and coaches youth soccer.