



ECRA Supplier & Retailer  
Convention  
27 August 2015  
Intercontinental Sydney  
Double Bay

innovation challenge sales quality trust  
working together growth retailer category  
co-operation channels supplier consumer future shopper  
connections thought leadership supply chain price  
pallets excellence collaboration store  
negotiation promotion manufacturer service

## Daniel Lucht Global Research Director ResearchFarm UK

Daniel is the Global Research Director at ResearchFarm, where he leads a team of analysts and consultants.

His remit includes developing strategic content and new revenue streams, as well as corporate planning. Daniel has over a decade of experience in analysing the sector and identifying latest industry trends.

In his role he has worked with many leading FMCG manufacturers and retailers such as Tesco, Nestle and Disney to help develop and implement business strategies. He also sits on CEE's Board of Directors with Amazon, Peapod, Clorox and Unilever among others.



He is regularly quoted in the trade and national press and a regular speaker at retail events.