

FOR IMMEDIATE RELEASE

**Advantage Group International partners with Category Management Association to Celebrate Top Performing Suppliers in Category Development and Shopper Insights**

January 14, 2020, Chicago, IL – The [Category Management Association](#) (CMA) announced today that the organization would be partnering with business-to-business engagement experts [Advantage Group International](#) (AGI), to recognize top-performing suppliers with a new joint awards program based on results from the Advantage USA 2019 study.

The awards ceremony honoring winners will be held on Monday, February 24 in Dallas, Texas at the [2020 Category Management and Shopper Insights Conference](#). The annual conference brings together category management and shopper insights professionals from around the globe for a 3-day event focused on networking, best practices and education.

“There is great work going on amongst our member companies in Category Management and Shopper Insights, and working with the Advantage Group gives us a very detailed look into who is delivering truly great results. These awards represent a first step in recognizing leaders in our industry and we are excited to be partnering with the Advantage Group to make them happen,” says Michael McMahon, President, Category Management Association.

Together, the CMA and AGI will recognize a total of four large and small-sized suppliers for their dedication to working proactively and collaboratively with their retail partners in the areas of category development and shopper insights.

Celebrated globally, the Advantage Awards recognizes industry-leading suppliers and retailers based on feedback collected annually through their syndicated benchmarking program, Advantage Report™. Advantage Report is the world’s leading 360° feedback system developed to aid suppliers and retailers in measuring, tracking and strengthening their B2B performance.

Participants in the annual Advantage study rate partnering companies using a five-point rating scale on business practices ranging from supply chain to customer service. Nearly 1,500 professionals from 75 retailers participated in the 2019 US study by providing quantitative and qualitative performance feedback.

Since the program’s inception, Advantage USA has celebrated top-performing suppliers and retailers in the country. “The CMA has always been a strong advocate of Advantage and the insights we bring to their member community. We are proud to partner with them on this new initiative and recognize the best-in-class suppliers in these categories,” says Joe Flanigan, Managing Director, Advantage USA.

**About the Category Management Association**

The Category Management Association (CMA), headquartered in Chicago, IL, specializes in certification and best practices for category management professionals. The CMA was founded in 2004 due to the great need for a common language, talent acquisition guidelines and training standards within the category management profession. The CMA’s sister company, Shopper Insights Management Association, was officially launched in 2018 to support similar needs within the rapidly growing shopper insights profession. To learn more, visit <http://www.catman.global/>

**About Advantage Group International**

Advantage is on a mission to help businesses unlock growth through partnerships. Healthy relationships are the foundation of any successful business, large or small. Today's ultra-competitive environment demands listening and responding. Making it matter helps everyone play at the top of their game. That's what we've been doing at Advantage in 40+ countries for 30+ years. Helping businesses be better together.

For more information, visit: <https://www.advantagegroup.com/>