



Advantage Group International Names Dan Doulos as Country Manager for Canada

Toronto, Ontario – June 1, 2021 – [Advantage Group International](#) is pleased to announce the promotion of Dan Doulos to Country Manager, Canada. Dan joined the global organization in early 2019 and has made significant contributions to the Canadian business in his client lead role.

“Dan’s relentless commitment to client service is demonstrated in his ability to consistently deliver high-quality business-to-business engagement expertise,” says Dwight Konings, Global SVP, North American Retail of Advantage Group International. “This new role will enable him to achieve a higher level of service, support, and development of the Canadian client base.”

Prior to joining Advantage Group, Doulos was Director of Industry Relations at GS1 Canada, acting as a senior leader entrusted to establish executive-level relationships within strategic accounts including P&G, PepsiCo, Unilever, Ferrero, Nestlé Canada, Whole Foods and Giant Tiger.

Doulos will lead a high-performing team that has been instrumental in the success of Canada’s recent piloting of A2.0, the next evolution of the company’s syndicated Advantage Report™. Jamie Hoare, Director, Client Service, has been critical in delivering excellent outcomes for her client and retailer portfolio and building the Advantage brand. Daphne Shortt, Field Research Manager, continues to drive high-quality research outcomes for both supplier and retailer programs.

To address the ongoing and widespread disruption within the CPG industry, Advantage Group continues to broaden their custom research solutions. Doulos and the Canadian team are now poised to offer a new perspective on supplier-retailer relationships, providing clients with a more actionable path to business partner engagement and commercial success.

About Advantage Group International

Advantage Group is the leading advisor for CPG and Grocery business-to-business engagement solutions globally. Trusted by many of the world's leading brands, the annual Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data analytics and strategy consulting to explore opportunities for mutual growth and strengthen relationships, helping businesses be better together. For more information: <https://www.advantagegroup.com/>

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