

Advantage Group International Expand their Leadership Team with the Appointment of Stephanie Peisert as Senior Director, US Client Service

Toronto, Ontario – July 19, 2021 - [Advantage Group International](#), leaders in business-to-business engagement, are pleased to announce the appointment of Stephanie Peisert to the role of Senior Director, US Client Service. Peisert joins the global organization (headquartered in Canada) to support the leading American CPG supplier and Grocery retailers who rely on the insight of the Advantage Report™ to deepen understanding and foster better relationships with their partners.

Peisert most recently oversaw the Kid's Meals category as a Merchant at Walmart and previously had a long tenure at Aldi in various buying and district management roles. A consummate negotiator, Peisert brings over 10 years of experience building sustainable relationships and leading teams with her extensive knowledge of both food and non-food CPG categories.

“Stephanie’s years of experience leading and managing best-in-class retailers will add a valuable dimension to Advantage Group and our supplier and retailer clients. She will bring a strong service-oriented approach to her role, adding to the team’s strengths by being adaptive and versatile which is what is needed to address the ongoing and widespread disruption within the industry,” says Richard Cunningham, SVP Managing Director USA, Advantage Group International.

Peisert will focus on building partnerships with domestic suppliers and retailers as Advantage Group International continues to broaden their custom research solutions. The entire US team is 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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