

Award-Winning Industry Leader Denise Mullen Joins Advantage Group International as Senior Director, US Client Service

Toronto, Ontario – September 20, 2021 - [Advantage Group International](#), leaders in business-to-business engagement, are pleased to announce the appointment of Denise Mullen to the role of Senior Director, US Client Services. Mullen joins the global organization (headquartered in Canada) to service a portfolio of leading American CPG Supplier and Grocery retail clients who rely on the insight of the Advantage Report™ to deepen their understanding and foster better relationships with their business partners.

Mullen most recently oversaw one of the Beauty Care teams in Category Management for RITE AID. She also held the position of Vice President at Giant Food Stores LLC, leading merchandising for all non-perishable departments across its 180 stores as well as Vice President of Direct Store Delivery for Ahold USA. A leader known for her operational excellence, Mullen brings over 20 years of experience with US retailers within corporate merchandising and category management.

“We are thrilled to have Denise onboard and to help lead and manage our team with her industry expertise. She will bring an innovative and strategic approach to her role while helping us continue to build thriving relationships with CPG companies and retail groups,” says Richard Cunningham, SVP Managing Director USA, Advantage Group International.

Mullen 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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