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Larry has spent his entire career in market research, leading engagements for many of the world's largest manufacturers and retailers including Pepsi, Coke, Lexus, Porsche, Nissan, Infiniti, Starbucks, Audi, Microsoft, and Disney, just to name a few. Larry is a frequent speaker at a number of industry events, including NFRA's Executive Conference, Sweets & Snacks Expo, Confections State of the Industry, NACS State of the Industry, Shopper Marketing, HOP—State of Mass Beauty, FMI, New Products Innovation and CHPA and has been a guest on Bloomberg Television's Surveillance program as well as quoted in numerous periodicals.