



**Bob Nolan**

*Senior Vice President of Insights and Analytics, Conagra Foods*

Bob Nolan is senior vice president of insights and analytics for ConAgra Foods. Mr. Nolan is responsible for leading the development of brand insights, innovation insights, shopper insights and advanced analytics. Prior to his current role, he was vice president of customer insights for ConAgra, focused on building shopper-driven growth strategies with leading retailers.

Mr. Nolan joined ConAgra Foods in 2012 from PepsiCo, where he was vice president of customer insights and sales capability in its international division. He led the division's efforts in shopper understanding, category and revenue management and sales capabilities. Mr. Nolan spent more than 23 years at PepsiCo, with sales development roles in each of its U.S. divisions, including PepsiCo Power of One, Frito-Lay North America, Tropicana and Quaker Oats. Prior to PepsiCo, Mr. Nolan worked in retail management for The Kroger Co.