



## Press Release

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### Two Henkel Executives Selected to “Who’s Who” in Shopper Marketing

**SCOTTSDALE, Ariz., November 4, 2009** --- The editors of *Shopper Marketing* magazine and the staff of the In-Store Marketing Institute have selected Henkel Consumer Goods Inc. executives Tracy Van Bibber and Melanie Boulden for the “Who’s Who” in Shopper Marketing report for 2009. The complete report, which features more than 120 people representing 85 leading companies, appeared in the September issue of *Shopper Marketing*. Henkel markets such well-known consumer brands as Dial® soaps and body washes, Purex® laundry detergents, and Right Guard® antiperspirants.

“This is an emerging and evolving field,” stated Peter Hoyt, Executive Director and CEO of the In-Store Marketing Institute. “We were pleasantly surprised by the sheer number of bright, capable and resourceful executives like Tracy and Melanie who are working on behalf of retailers and shoppers to create a better shopping experience and increase sales.”

The “Who’s Who” recipients were invited as V.I.P. guests to the In-Store Marketing Expo, held on October 6-8 at Chicago’s Navy Pier, and a special “Who’s Who Breakfast” acknowledged their leadership in this emerging field.

Tracy Van Bibber is a Senior Vice President and Chief Customer Solutions Officer for Henkel Consumer Goods Inc. She was hired by Henkel in 2004 after working for Kraft Foods for almost 20 years. In addition to her recognition in the “Who’s Who” in Shopper Marketing, Van Bibber



was inducted into the Shopper Marketing P-O-P Hall of Fame earlier this year, named Top Woman in Grocery in 2008 by *Progressive Grocer*, and has garnered other industry awards and honors for her business ethics, entrepreneurial attitude, and leadership.

Melanie Boulden is currently Director of the Winning in Store Organization at Henkel Consumer Goods Inc. She has been with Henkel for five years, including two years in Germany as an International Senior Brand Manager. Boulden previously worked at Kraft Foods and was featured in *In Business*' annual "40 Executives Under 40" article in 2003.

**Henkel in North America:**

Henkel markets a wide range of well-known consumer and industrial brands in North America, including Dial® soaps, Purex® laundry detergents, Right Guard® antiperspirants, got2b® hair gels, and Loctite® adhesives. Visit [www.henkelna.com](http://www.henkelna.com) for more information.

Henkel has been committed to making people's lives easier, better and more beautiful for more than 130 years. A Fortune Global 500 and Germany's most admired company according to a recent Fortune survey, Henkel offers strong brands and technologies in three areas of competence: Home Care, Personal Care, and Adhesive Technologies. Each day, more than 52,000 employees in 125 countries are dedicated to fulfilling Henkel's claim "A Brand Like a Friend." In fiscal 2008, Henkel generated sales of \$20.8 billion and adjusted operating profit of \$2.1 billion.

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