

# CRISTINA MARINUCCI

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## THOUGHT LEADERSHIP

“The best way to show you can do something is to actually demonstrate it.”

### Podcasts & Video Interviews:

#### September 25<sup>th</sup>, 2025 – The CPG View

*Topics covered in this podcast: Blending data analytics with consumer empathy, Redefining impulse in digital commerce, Navigating the non-linear online shopper journey*

[Link to Interview](#)

#### July, 21<sup>st</sup>, 2025 – Quirks & AYTM

*A discussion about connecting media insights to real purchase behavior. Explore how combining media and sales data creates a more complete picture of marketing effectiveness, and how this approach supports smarter decisions across the entire consumer journey—from awareness to shelf.*

[Link to Interview](#)

#### May, 16<sup>th</sup>, 2025 – SAP Emarsys & The FMCG Guys

##### SAP Emarsys Festival Personalization Masterclass

*The future of consumer engagement is now. Brands that once operated in silos are now uniting shopper marketing, retail media, and digital strategies into a single, connected engine for growth. What sets leaders like Mondelez apart is their commitment to understanding the consumer, investing in first-party data, and building the operational backbone to deliver relevance at scale. From aligning teams to activating insights to piloting AI, everything they do points back to one goal: deeper, more durable consumer relationships.*

*The conversation covered everything from breaking down internal silos to scaling personalization, working with limited data access, and applying AI in ways that actually make a difference.*

[Link to Interview](#)

#### February, 12<sup>th</sup>, 2025 – The Insider’s Club Podcast

##### Ep. 67: Why Triple-Win Thinking will Define the Future of Insights

*“Insights are no longer just about analyzing data and observations in isolation; they need to be framed within a broader narrative that aligns sales, marketing, and other stakeholders with a truly shared strategic agenda.”*

*Cristina Marinucci, Global VP, Growth & Omni Commercial Insights at Mondelēz International, explains why it’s essential to take a more holistic approach to insights in today’s market. She advocates for a unified, category-first strategy that drives the triple win: benefiting brands, retailers, and shoppers alike.*

[Link to Interview](#)

#### July 17<sup>th</sup>, 2024 – AYTM

*“Macrotrends can be large and abstract, making meaningful innovation a challenge to successfully implement. On this episode of Waves of Thinking, I chat with Cristina Marinucci, Global Head of Shopper Excellence at Mondelēz International, about how to capitalize on these audience changes and find new market opportunities.”*

[Link to Interview](#)

#### September 5<sup>th</sup> 2023 – ESOMAR

## Ep. 87: Driving & Optimizing for Impulse Purchases on eGrocery

*"Welcome to our insightful discussion on driving & optimizing impulse purchases in the rapidly evolving e-grocery landscape. Join Becca Edelman (Similar Web) & Cristina Marinucci (Mondelez International) as they delve into key strategies to captivate online shoppers & enhance category visibility."*

[Link to Video](#)

## June 23, 2023 – Rethink Retail

Cristina Marinucci of Mondelez Says We Are Living In a Phygital World

*"Cristina shares a strategy for achieving significant growth and profitability in retail by creating connected and authentic customer experiences. By shifting towards a hybrid approach and prioritizing customer experience and partnerships, businesses can foster individualized experiences and long-term loyalty. This approach leads to increased revenue, customer retention, and overall success in the grocery industry. Cristina's extensive background of experience in the FMCG industry taught her the importance of embracing a hybrid approach, prioritizing customer experience, and fostering strong partnerships. Traditional marketing and sales strategies are no longer sufficient. Cristina advocates for adaptability and innovation, leveraging AI and technology to automate basic tasks and focus on strategy and creativity. Her goal is to drive incremental growth and establish meaningful, lasting connections with shoppers."*

[Link to Podcast](#)

## June 2, 2023 – Meta for Business

Cristina Marinucci of Mondelez Says We Are Living In a Phygital World

*"On today's episode, we're joined by Cristina Marinucci and Ana Golubovic. Cristina is the Global Head of Shopper Excellence - Sr. Director, Insights & Analytics at Mondelēz International, Ana is a Senior Insights Manager at EyeSee We talk about some of the main issues consumer packaged goods companies (CPGs) are currently facing when it comes to online marketing and how EyeSee and Mondelēz use data insights to inform their future strategies."*

[Link to Podcast](#)

[Link to Video](#)

## January 24<sup>th</sup> 2023 – BRAVE Commerce

Cristina Marinucci of Mondelez Says We Are Living In a Phygital World

*"On this episode of [Brave Commerce](#), Cristina Marinucci, Global Head of Shopper Excellence at Mondelez International, gets "phygital" with hosts Sarah Hofstetter and Rachel Tipograph. Phygital is the blending of the digital and physical worlds to create enhanced experiences. Marinucci delves into the best practices for rolling out this omnichannel approach to retail with both customers and internal stakeholders.*

*In order to grow an omnichannel business, you need cross-functional buy-in. Demonstrating measurability and the halo of digital influence on all sales has helped shift mindsets at Mondelez. As an international leader, Marinucci also speaks to the need to meet each market where it is and to take advantage of the opportunities offered by less developed markets to test and learn outside of existing infrastructures.*

*You will leave this episode with a whole new omnitude and a vocabulary for providing excellent shopping experiences."*

[Link to Podcast](#)

## December 22, 2022 – CommerceIQ

2022 Reflections & How To Drive Online Category Growth in 2023 with Mondelez International

*“The CPG industry has had its fair share of challenges in 2022. But throughout the economic and political turmoil, businesses also continued to push hard on eCommerce. Many worked on overhauling their legacy operations and embraced the digital revolution as consumers continued to shop online. So, while inflation and economic uncertainty dominate the headlines, we wanted to create space to reflect on online growth. Specifically, the trends, events, and behaviors that drove online category growth this year and what brands should focus on going into 2023.*

*Tune in as Stephanie Rubin, Head of Digital Shelf Analytics Solutions Consulting at CommerceIQ, and Cristina Marinucci, Global Head of Shopper - Insights & Analytics at Mondelēz International share their reflections on 2022 and what brands should focus on in order to lead their categories in 2023.*

[Link to Podcast](#)

## **Nov 14<sup>th</sup>, 2022 – FMCG Guys**

*“The digital revolution, continued growth of eCommerce, proliferation of data is having a deep impact on how FMCG leaders approach sales strategy. To better understand how one of the leaders in our industry, Mondelez, is approaching this from a Category Management point of view, we invited their Global Head of Shopper – Insights and Analytics to understand what good looks like in this omnichannel grocery battle. Topics covered: The evolution of shopper marketing category/management in the last few years / Adapting Category Management into eCommerce / The advantage of digital native brands vs traditional FMCGs / Working with and influencing retail buyers / Driving a Global Center of Excellence”*

[Link to Video](#)

## **Nov 9<sup>th</sup>, 2022 – Career Club**

*“Cristina Marinucci is the Global Head Shopper - Insights & Analytics for Mondelez. Join Cristina and Bob on November 9<sup>th</sup> as they discuss why the Shopper is at the center of Mondelez’s strategy, how they take a Global/Local approach, and how to tell a compelling growth story. Additionally, Cristina will offer her perspective on getting out of your career comfort zone, how mentoring works in both directions, and why it’s OK to not know everything.”*

[Link to Video](#)

## **July 8<sup>th</sup>, 2022 – SimilarWeb, Digital Edge ‘Talking to the Gurus’ – July 8<sup>th</sup>, 2022**

*Similarweb's CRO Carrie Lazorchak talks with two highly successful growth gurus: Shibani Walia, Strategy and Insights Manager at Google, and Cristina Marinucci, Global Head of Shopper – Insights and Analytics, Mondelēz International. They shed light on the strategies, relationships, and insights behind their monumental growth. Digital Edge is Similarweb's industry-leading event for digital decision-makers. Held virtually in June 2022, the day brought together industry thought-leaders to share their wisdom on one key topic: winning the growth game.”*

[Link to Video](#)

## **June, 22, 2022 – The CPG Guys – June 22, 2022**

Ep. 87: The CPGGUYS & Cristina Marinucci: Leader for Johnson & Johnson eCommerce Analytics & Insights  
*“In this episode, Peter VS Bond speaks with Cristina Marinucci, Sr Director & Global Head of Shopper Insights & Analytics at Mondelēz International, an American multinational confectionery, food, and beverage company. Recorded while attending the 2022 Shoptalk Conference in Las Vegas, NV.”*

[Link to Podcast](#)

## **The FMCG Guys – April 20, 2022**

Ep. 25: Omnichannel Category Management with Cristina Marinucci from Mondelez (Global Head of Shopper – Insights and Analytics)

*“The digital revolution, continued growth of eCommerce, proliferation of data is having a deep impact on how FMCG leaders approach sales strategy. To better understand how one of the leaders in our industry, Mondelez, is approaching this from a Category Management point of view, we invited their Global Head of Shopper – Insights and Analytics to understand what good looks like in this omnichannel grocery battle.*

*Topics covered - The evolution of shopper marketing category/management in the last years / Adapting Category Management into eCommerce / The advantage of digital native brands vs traditional FMCGs / Working with and influencing retail buyers // Driving a Global Center of Excellence / Brand Authenticity*  
[Link to Podcast](#)

## **SimilarWeb, Digital Edge – April 21, 2021**

*‘Setting Up a New eCommerce Dream Team’ feat. Cristina Marinucci & Arinane Turley*  
[Link to Video](#)

## **The CPG Guys – Oct 25, 2020**

Ep. 87: The CPGGUYS & Cristina Marinucci: Leader for Johnson & Johnson eCommerce Analytics & Insights

*“Cristina shares her career metamorphosis from brands to analytics to insights - but always a love for the consumer and digging deep into their preferences, shopping habits and the why behind it all. Take note of the last question - she gets into very valuable career advice for all on a mission to adapt and learn eCommerce and digital selling.”*

[Link to Video](#)

[Link to Podcast](#)

## **Featured Articles:**

The Lead:

[Direct 60 2024 - Cristina Marinucci - The Lead \(the-lead.co\)](#)

AdWeek:

[Cristina Marinucci of Mondelez Explains Phygital Marketing \(adweek.com\)](#)

ESM Magazine:

[Mondelēz’s Cristina Marinucci On How Brands Can Unlock Value From The Metaverse](#)

Merlien:

[Triggering impulse by disrupting the shopper journey](#)

AdWeek:

[Celebrating Bravery and Brilliance in Women's Leadership](#)

MikMak:

[From Social Commerce to Store Shelves: MikMak’s Key Learnings from GroceryShop 2022](#)

Food Dive:

[How Mondelēz boosts impulse buys | Food Dive](#)

## **Industry Speaker Across Numerous Conferences & Events including:**

- Quirks
- GroceryShop

- ShopTalk
- IIEX
- P2P Institute Live
- ESOMAR Congress
- MRMW
- Nielsen 360
- eCommerce Retail Summit
- Brand Innovators
- Candid Commerce
- Digital Shelf Summit