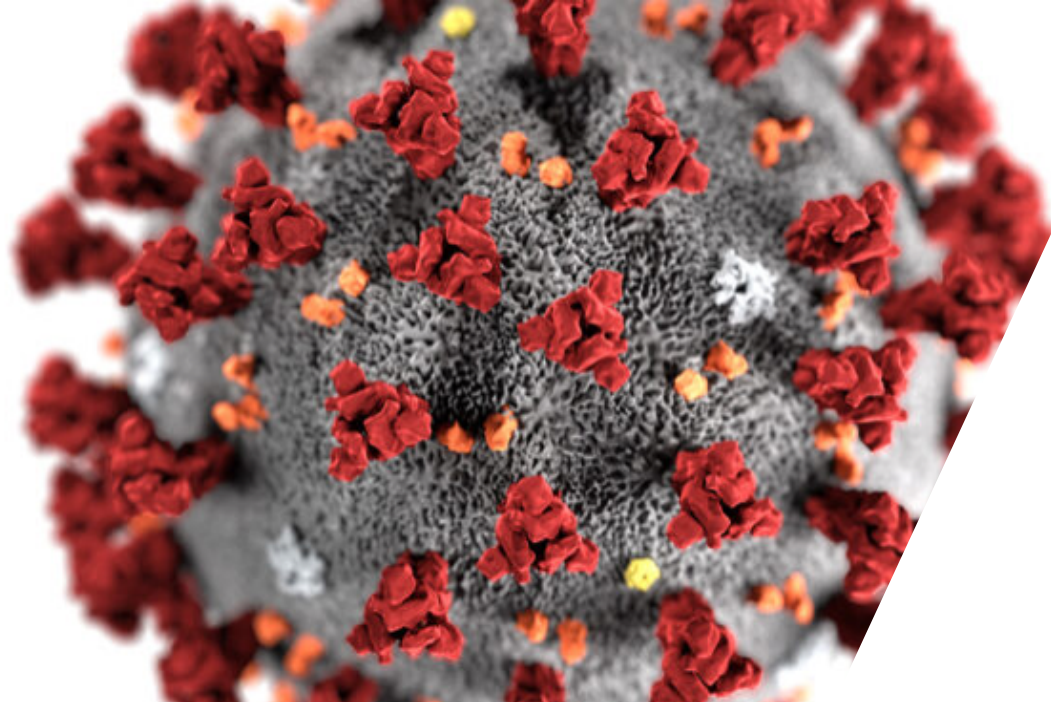


A portrait of a man with dark hair and a goatee, wearing a dark suit jacket and a white shirt. The image is dimmed and serves as a background for the text.

From Marketing Procurement to CPO

Sopan Shah

Chief Procurement Officer, IHG® Hotels & Resorts



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Brand Building the Nestlé Way

Fundamentals of Brand Building

- Targeting Consumer
- Inspiring Brand
- Big Brand Idea
- Measurable Results





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Clear & Simple



Responsible &
Transparent



Holistic
Throughout



Empowering with
Understanding



Collaborating
Together

Passionately build
relationships

Stay curious

Focus on developing
others

A portrait of Sopan Shah, a man with dark hair and a goatee, wearing a dark suit jacket and a white shirt. The background is a solid dark color.

From Marketing Procurement to CPO

Sopan Shah

Chief Procurement Officer, IHG® Hotels & Resorts