

Catherine Nonnenkamp Lindner

Divisional Vice President Marketing Development Walgreens

Multicultural Marketing Summit: Into the Core

Friday, June 26, 2009

9:30-10:00 AM: Innovation and Market Development Strategies



Co. Start Date: August 23, 1999

Phone: 847-914-2031

WALGREEN EXPERIENCE: Catherine joined Walgreens in 1999 as Category Manager for the Hair Care category. In June of 2000, she was promoted to Divisional Merchandise Manager for the Beauty Division. In April of 2004, Catherine was promoted to Divisional Vice President, General Merchandise Manager of Beauty and Fashion. In April of 2006, Catherine accepted the responsibility as Divisional Vice President of Marketing Development. Most recently she was appointed Divisional Vice President of Retail Marketing.

PRIOR EXPERIENCE: Prior to joining Walgreens, Catherine spent 12 years at Information Resources Inc. (IRI). She held several positions in marketing mix modeling, client services and category management consulting. Clients included: Pepsi-Cola, Campbell's, Johnson & Johnson, Safeway and Proctor & Gamble. In her last position, she was Vice President of Tactical Sales Consulting, managing a team responsible for creating fact-based category plans for both manufacturers and retailers.

EDUCATION: University of Notre Dame, BA in Economics, 1988.
DePaul University, MBA in Marketing, 1995.

PROFESSIONAL MEMBERSHIPS, CIVIC ACTIVITIES, AWARDS: Professional membership in the Network of Executive Women. Volunteer activities currently focused at Old St Patrick's church in Chicago, IL.

OTHER INFORMATION: Born May 22, 1966, in Columbus, OH, Catherine, currently resides in Evanston, IL.