CONSUMER PRODUCTS, CPG & BRANDS

THE CONSUMER HAS CHANGED THE CLOCK

Faster tastes, intelligent packaging, AI and the next brand business model.



AUTHENTIC KEYNOTE STAGE ARCHIVE | FULL FRAME

THE CLIENT PROBLEM

Our consumer-product and brand leaders are coping with accelerated tastes, unpredictable demand, intelligent packaging, new retail channels and AI. We want a speaker who understands both the product side and consumer side of the business and can explain how to innovate faster without chasing every trend.

A SPECIFIC BUSINESS PROBLEM. NOT A GENERIC TRENDS TALK.

Product design and supply chains often operate on long cycles, yet preferences, attention and purchase decisions can shift in days or weeks.

01

TASTE AND ATTENTION

Social influence compresses the time it takes a trend to move from niche to mass market.

02

PACKAGING AS INTELLIGENCE

Smart materials, connected labels and sustainability change brand touchpoints.

03

AI AS OPERATING CAPABILITY

Prediction, creative workflows, inventory and commercial planning accelerate.

04

INNOVATION AT SPEED

Brands must connect experimentation, supply chains and evidence to growth.

THE KEYNOTE SOLUTION: CONNECT THE DOTS.

Five movements connect acceleration to meaningful action.

01 Why consumer change happens on a shorter clock

02 From product to connected, intelligent experience

03 AI across R&D, forecasting, marketing and supply chain

04 Retail, distribution, sustainability and materials change

05 A practical portfolio of fast experiments and learning

FIVE CONNECTED FORCES. ONE INDUSTRY CHALLENGE.

CHANGE DRIVER 1

TASTE AND ATTENTION

Social influence compresses the time it takes a trend to move from niche to mass market.

CHANGE DRIVER 2

PACKAGING AS INTELLIGENCE

Smart materials, connected labels and sustainability change brand touchpoints.

CHANGE DRIVER 3

AI AS OPERATING CAPABILITY

Prediction, creative workflows, inventory and commercial planning accelerate.

CHANGE DRIVER 4

INNOVATION AT SPEED

Brands must connect experimentation, supply chains and evidence to growth.

TEN CLIENT ENGAGEMENTS. REAL ROOMS. REAL ISSUES.

Historical engagement evidence behind the proposed keynote solution.

THE EDITORIAL STANDARD

The following pages summarize specific client environments and themes from Jim Carroll's published highlights, sector archives, and original keynote materials. They show prior speaking experience—not a claim that clients deployed or achieved the technologies discussed.

Adjacent-industry engagements are identified as such. Examples with incomplete original program detail are marked for final verification before broad external distribution.

01 NESTLÉ

Global food and consumer-products experience

THE STRATEGIC CHALLENGE

Explain how large-scale brand and category organizations adapt to changing consumer expectations.

KEYNOTE THEMES & MESSAGES

Fast consumer change; product innovation; technology and supply-chain response.

WHY THIS EXPERIENCE MATTERS

An established consumer-goods reference; confirm exact engagement details before publication.

02 GODIVA CHOCOLATES

Global leadership event in Ghent, Belgium

THE STRATEGIC CHALLENGE

Connect the future of retail, products and the supply chain for a global brand.

KEYNOTE THEMES & MESSAGES

Speed of consumer tastes; innovation; digital retail; commercial execution.

WHY THIS EXPERIENCE MATTERS

Direct international CPG and retail leadership event.

03 PLADIS / GODIVA / McVITIE'S / ÜLKER

Global food-brand audience in London

THE STRATEGIC CHALLENGE

Help an international brand portfolio understand food and retail change.

KEYNOTE THEMES & MESSAGES

New consumer behaviour; food innovation; technology; global demand dynamics.

WHY THIS EXPERIENCE MATTERS

Cross-brand leadership experience.

04 MONDI

Packaging and paper organization in Prague

THE STRATEGIC CHALLENGE

Explain how packaging innovation influences commerce and logistics.

KEYNOTE THEMES & MESSAGES

Intelligent packaging; sustainability; future retail; supply-chain digitization.

WHY THIS EXPERIENCE MATTERS

Deep packaging-industry relevance.

05 PEPSI CANADA

Food and beverage brand leadership

THE STRATEGIC CHALLENGE

Discuss changing markets and product-related innovation needs.

KEYNOTE THEMES & MESSAGES

Changing consumer expectations; category growth; innovation and execution.

WHY THIS EXPERIENCE MATTERS

Direct food and beverage experience; confirm precise session topics before release.

06 NATUREWORKS

Packaging and consumer-products industry leaders, Orlando

THE STRATEGIC CHALLENGE

Show how new materials create opportunity in retail and packaging.

KEYNOTE THEMES & MESSAGES

Advanced materials; biopolymers; sustainability; future packaging and product choices.

WHY THIS EXPERIENCE MATTERS

A direct science-meets-CPG precedent.

07 LAND O'LAKES

Agrifood and consumer leadership, Phoenix

THE STRATEGIC CHALLENGE

Highlight the accelerating cycle of consumer preferences and retail disruption.

KEYNOTE THEMES & MESSAGES

Fast consumers; innovation under pressure; food and retail business models.

WHY THIS EXPERIENCE MATTERS

Connects agricultural supply with consumer product markets.

08 FLAVOR & EXTRACT MANUFACTURERS ASSOCIATION

Food ingredient and taste innovation audience

THE STRATEGIC CHALLENGE

Explain the accelerating science and diffusion of taste.

KEYNOTE THEMES & MESSAGES

Faster flavour trends; new science; consumer discovery; product cycles.

WHY THIS EXPERIENCE MATTERS

Very specific product-innovation audience.

09 HEINZ

Food industry leadership, 2010

THE STRATEGIC CHALLENGE

Understand changing demand and growth opportunities in global food categories.

KEYNOTE THEMES & MESSAGES

Emerging markets; consumer preferences; technology and growth innovation.

WHY THIS EXPERIENCE MATTERS

An earlier-era brand example supporting the multi-decade record.

10 SUBWAY CANADA

Restaurant and consumer brand event, Montreal

THE STRATEGIC CHALLENGE

Translate fast consumer change into franchise and retail execution.

KEYNOTE THEMES & MESSAGES

Health and wellness; new influencers; retail expectations; fast consumer response.

WHY THIS EXPERIENCE MATTERS

A direct brand and franchise example showing the full customer value chain.

WHAT THE ROOM WILL LEAVE READY TO DO.

The output is clarity, priorities and a disciplined next move—not a list of buzzwords.

OUTCOME 1

SEE WHAT CONNECTS

Understand how technologies, behaviour and economics interact in this industry.

OUTCOME 2

CHALLENGE THE MENTAL MODEL

Identify assumptions that may have been valid a decade ago but are now expiring.

OUTCOME 3

SEPARATE FACT FROM POSSIBILITY

Distinguish observed changes from pilot technologies and plausible future scenarios.

OUTCOME 4

SELECT ACTIONABLE PRIORITIES

Define a bounded use case, the right safeguards, a learning owner and clear success metrics.

WHAT A BUREAU CAN SEND BACK.

Ready-to-adapt response to the illustrative client request.

Jim Carroll is a strong fit for a consumer products, cpg & brands leadership audience looking for something deeper than a general future-trends keynote. He brings more than three decades of highly customized industry work, including the representative engagements detailed in this briefing. His approach would connect taste and attention, packaging as intelligence, ai as operating capability and the organizational decisions needed to respond. The goal is to give the audience a shared picture of what is changing, a practical way to distinguish emerging opportunity from hype, and the confidence to start with focused, responsible action. The final keynote would be developed around the actual event, audience and business objectives.

RESEARCHED. RELEVANT. ACTIONABLE.

A keynote is developed around the client, not chosen from a fixed slide library.

STEP 1

LISTEN

Discuss event goals, audience composition and the strategic questions people need answered.

STEP 2

RESEARCH

Review client context, published industry signals, credible examples and the existing keynote archive.

STEP 3

CONNECT

Select the best evidence and connect it to this particular industry's decisions and operational reality.

STEP 4

DELIVER

Present a compelling keynote with practical action, clear guardrails and a durable common vocabulary.