

Barry Callebaut Group



BAS SMIT, CMIO

As the Chief Marketing & Innovation Officer (CMIO) of Barry Callebaut Group, the world's leading chocolate and cocoa manufacturer, I lead and drive the company's vision to be a B2H (business to human) company, that is consumer and customer centric. With over 25 years of experience in the FMCG and B2B sectors, I have a proven track record of driving transformation, creating and launching breakthrough innovations, shaping digital and data driven commerce, and redesigning the customer journey.

The Zurich-based Barry Callebaut Group is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds.



DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Build Loyalty Rewards program, Reduce 'contacts per active', improve LTV payback, reduce early churn. Enhance customer journey. Build automation and AI opportunities. Social influencer program. Lead generation. Data modeling.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Optimove, Incrmntal, Appsflyer, Income Access, Airtable, Tatari, LiftEngine, Tagger

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

40

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

€25 to €50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

LTV payback improvement through lower CPA & higher ARPU (lower early churn, higher player quality). Implementation of AI to assist with generative marketing and call center volume.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Effectiveness of hybrid work setup, collaboration with product & product roadmap

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Very specific AI applications in Marketing & Operations, in-app A/B testing capabilities. AI; Call Center technologies; Performance marketing companies providing ROI on campaigns and assisting in planning for a cookie-less world.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6-9 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

€750 million



What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C