



Advantage Group International Promotes Dwight Konings to Senior Vice President, Global Retail North America

Toronto, Ontario – May 31, 2021 – [Advantage Group International](#) announces the promotion of Dwight Konings to Senior Vice President, Global Retail North America, signaling the company's increasing commitment to retailers. Konings' expanded leadership role will further support North American Grocery and Mass-Market retail clients with a renewed focus on matching the strength of the services already offered to CPG supplier clients of this Canadian-based consultant business.

Rick Wilson, Chief Retail and Custom Officer, Advantage Group International explains, "Retailer relationships are foundational to the strength of our business. Leveraging Dwight's unparalleled knowledge of the North American CPG landscape, he will shift priorities to dedicate the same focus and understanding to our retail clientele, finding new ways to deliver outstanding value to retail partners."

With over 30 years of retail and consulting experience, Konings has been with Advantage Group International for over 10 years and previously held the role of Country Manager for Canada and Vice President of Global Clients, North America. Dwight's Canadian team was pivotal in the development and piloting of A2.0, the company's newest iteration of the globally syndicated, Advantage Report™. Konings will now focus on engaging the most critical retailer partners in Canada, the USA and globally, who are the cornerstone of the company's business-to-business engagement product portfolio.

About Advantage Group International

Advantage Group is the leading advisor for CPG and Grocery business-to-business engagement solutions globally. Trusted by many of the world's leading brands, the annual Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data analytics and strategy consulting to explore opportunities for mutual growth and strengthen relationships, helping businesses be better together. For more information: <https://www.advantagegroup.com/>