



Advantage Group International Strengthens Engagement Expertise in the USA with the Appointment of Richard Cunningham as Managing Director

Toronto, Ontario - June 3, 2021 - [Advantage Group International](#) is pleased to announce the appointment of Richard Cunningham to the role of Managing Director, USA. Cunningham joins the global organization (headquartered in Canada), leaders in business-to-business engagement.

Cunningham brings over 30 years of experience in CPG, having held leadership roles at Coca-Cola, UTZ Quality Foods and Wise Foods. Throughout his seasoned career, he has been instrumental in revitalizing brands by building relationships and trust with retailers to increase customer retention and brand relevance. Cunningham has spearheaded the development, communication and implementation of effective sales growth strategies and category management for food and beverages to align with retailer goals.

"Richard has a long track record of driving business performance and leading transformational teams because he understands the importance of working collaboratively to build better relationships," says John McLoughlin, CEO, Advantage Group International. "He will be instrumental in our commitment to strengthen our US business while continuing to engage and deliver unparalleled service to our existing clients."

Cunningham will be responsible for enacting the vision of establishing the US as a flagship market for Advantage Group, realizing the business's full potential by generating consequential outcomes for suppliers and retailers. His immediate focus will be leveraging his extensive retail network to drive retailer engagement alongside the existing USA team.

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/>