

Advantage Group International Strengthens Client Service Offering in the USA With an Expanded Team

TORONTO, June 03, 2022 – Business-to-business engagement leader, Advantage Group International, announces the appointment of **Brian Benes**, Director of Client Services, USA. Brian joins the global organization headquartered in Canada to provide organizational, sales and client service leadership in the USA marketplace.

Brian brings over 15 years of retail and consumer packaged goods (CPG) experience, including his most recent position as Insights Manager at C.A. Fortune in Chicago, Illinois. In this role, he managed insights, created compelling sales stories and worked closely with over 30 client brands to achieve their objectives. Brian has also held client and account roles at Nielsen, the NPD Group and Sears.

“Brian’s extensive experience in management, retail and the CPG industry will provide great value to Advantage Group International. I look forward to the high trust relationships that Brian will undoubtedly develop and nurture over the years, bringing our team and organization great value. He has a strong client-focused approach and a breadth of retail and CPG knowledge. This is exactly what we need in our industry and the American market,” says Richard Cunningham, managing director USA, Advantage Group International.

Also joining Advantage Group International in the USA are **Kyla Caponigro** as Client Insights Manager and **Abigail Logwood** as Field Research Coordinator.

Kyla will be responsible for supporting suppliers and retailers with their day-to-day needs and uncovering key actionable insights through data. She will leverage her client-side marketing, market research and analytic experience to tell the most relevant stories that connect clients with their strategies and business needs.

Abigail will manage the support activities necessary for executing Advantage benchmarking and Advantage Custom Research Solutions programs. She brings several years of managerial experience and training in quantitative analysis, research, and high-level problem solving to the team, reinforcing their strengths and broadening their skill set.

The USA team is positioned to provide actionable insights to more companies driving business partner engagement and commercial success for suppliers and retailers.

About Advantage Group International

Advantage Group International is the leading advisor in business-to-business engagement solutions globally. Trusted by many of the world’s leading brands, 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, feedback and strategy consulting to illuminate opportunities for mutual growth, strengthen relationships and provide invaluable insight. Advantage Group helps people and organizations work better together.

For more information, visit [advantagegroup.com](https://www.advantagegroup.com).