

# Innovation Excellence in Practice: CPG Leaders Talk Results

How can innovation leaders achieve more successful product launches that generate more revenue?



**HERSHEY'S**

## Streamline NPD processes

The Hershey Company knew it had to transform innovation to meet consumer demands and knew that the flow of critical information – between consumers, customers and within the company – needed to be faster and more streamlined.



“Sopheon pushed us hard, and we leveraged their expertise within the PPM space to put us in a better spot to become a snacking powerhouse.”

**Nate Forney**  
Senior manager of portfolio process and analytics, The Hershey Company

Hershey reported a  
**10 to 1 ROI**  
on projects

The Hershey Company now has  
**real-time transparency**  
to all company projects & initiatives

With Accolade, the Hershey Company simplified project types from  
**30 to 8** based on complexity

**Mondelēz International**

## Enable Greater Collaboration

Working together with Sopheon, Mondelēz International created a single source for information, product, project, and portfolio management, enabling greater collaboration and efficiencies across product lines and business units.



“Sopheon helped give our organization the capabilities to be able to drive projects and portfolio decisions based on real-time facts, not assumptions.”

**David Malik**  
IBM Global Commercialization Lead for Mondelēz International

Mondelēz International reports a  
**50%** reduction in time  
preparing for gate meetings with Accolade

Mondelēz International has  
**100%** global visibility  
for all new product initiatives

Mondelēz International reported  
**Retired outmoded processes and disconnected software solutions**

## Invest in the right products

Hain Celestial turned to Sopheon to implement a new “Shark Tank”-style decisioning process early-stage NPD that delivered critical information about new product candidates to the executive team and enabled better investment decisions.



“Accolade has enabled us to re-evaluate our portfolio decisions and invest more deeply in areas where we see opportunities.”

**Jeff George**  
Hain Celestial Sr. Vice President R&D

Hain Celestial reports  
**greater quality & value of innovation pipeline**

Hain Celestial now has  
**Improved cross-functional team engagement & alignment**

They now have  
**Better discipline and focus on projects and product investments**

**LAND O' LAKES**

## Utilize the right resources

Land O'Lakes uses Accolade to automate its product and resource management processes, helping to clarify portfolio roles and business unit strategies with standardized process tools, metrics, and visualization enhancements.



“Taking a step back and streamlining our tools and processes has made them more efficient and easier to use.”

**Jenny Tang-Bulk**  
Land O'Lakes Dairy Foods Portfolio Management Process Manager

Land O' Lakes reports a  
**30%** reduction in projects  
freeing up capacity for more innovation

With Accolade, Land O' Lakes streamlined Stage-Gate® meeting format by  
**66%**

Land O' Lakes reports  
**improved leadership visibility**  
to enable prioritization processes

Sopheon's Accolade is the single, scalable innovation system CPG leaders turn to for innovation growth.

Accolade provides a single source of truth for real-time, visible business data that allows CPG business leaders to meet product commitments and hit growth targets strategically and effectively.

Learn how Accolade can help transform innovation at your organization – [Talk to Sales](#)

Explore more CPG innovation best practices – [Access the Resource Hub](#)

**Psst**

Did you know you can listen to these food and beverage leaders tell these innovation stories in their own words?

The Hershey Company's innovation journey: [Innovating through Disruption](#)

Mondelēz International's innovation journey: [Deploying an “MVP” Approach to Portfolio & Process Management](#)

Hain Celestial's innovation journey: [Innovation Transformation, an Executive Conversation](#)

Land O'Lakes' innovation journey: [Aligning Strategy with Portfolio Management for Innovation Success](#)